

The logo is an oval with a double-line border. Inside the oval, the word "PACKARD" is written in a tall, thin, serif font. Below it, "Super-8" is written in a cursive script. The entire logo is set against a light green background.

PACKARD
Super-8

1941

One-Sixty • Custom One-Eighty

An Invitation

GENIUS for fine-car engineering and manufacturing — over a period of more than forty years — has given Packard one of the proudest traditions of the motor car industry. It is a tradition that has gained for Packard a position of pre-eminence in every motor car market of the world. And it is a tradition in which buyers of fine motor cars are placing their confidence in increasing numbers.

This last has been dramatically proved in recent months. For the 1940 Senior Packards — up to now the finest ever built — met with approval on the part of discriminating motor car owners that far surpassed all expectations. During a year in which other fine cars, in total, suffered a decrease in sales, sales of these Senior Packards showed the greatest increase in recent Packard history!

Now are presented the successors to these record-breaking cars — the Senior Packards for 1941 — the Super-8 One-Sixty and the Custom Super-8 One-Eighty. More beautiful, more luxurious — and as much more desirable as three-score new features can make them — these new Packards bid fair to create an unprecedented demand in the fine car field.

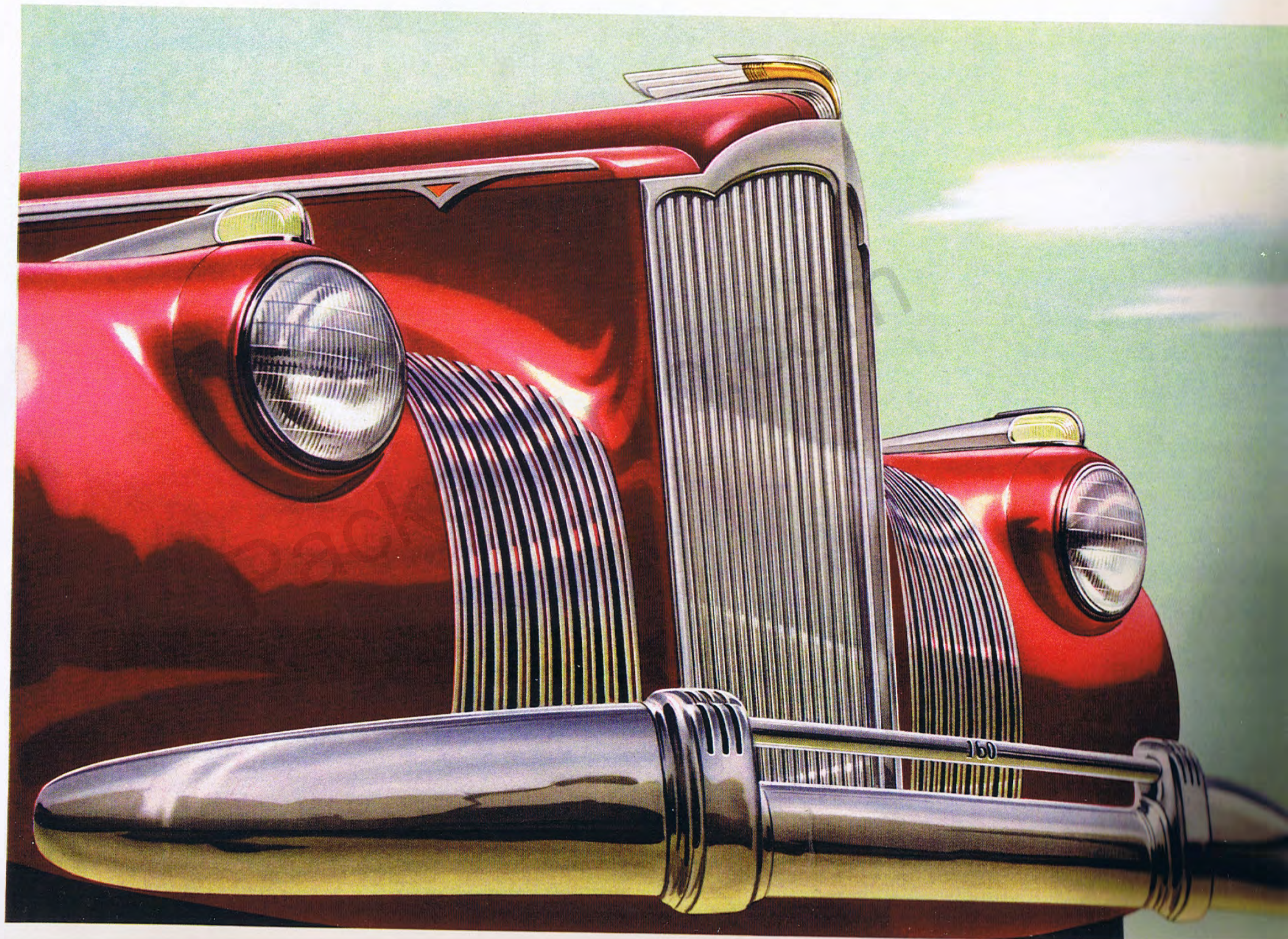
You are invited to examine these cars critically as you see them illustrated and described on the following pages. But in addition, we urge that you see and drive a Senior Packard at your earliest convenience. We predict that you will find the experience the most revealing and most pleasurable that a motor car has ever provided.

PackardInfo.com

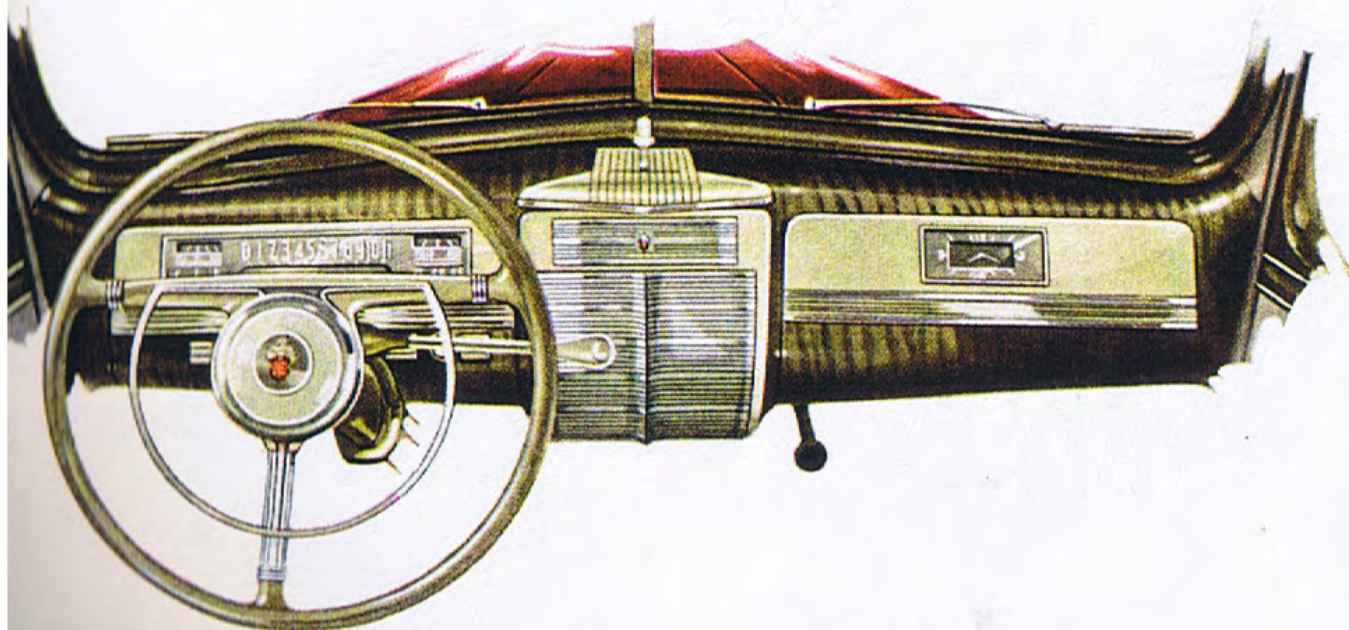
PACKARD

Super-8 • One-Sixty

for 1941



1941 Packard Super - 8 One - Sixty



A LEADER IN POPULARITY AGAIN LEADS IN NEW FINE-CAR ATTRIBUTES

IF you long to be out in front, here's where you belong! . . . with your hands on the wheel and your foot on the throttle of the new Packard Super-8 One-Sixty!

Leaders are ever popular . . . which explains why *one and one-half times* as many motorists have become enthusiastic Super-8 owners as compared to the previous year! But great as it was, the One-Sixty which gained such phenomenal public acceptance is an even greater car for 1941!

New beauty, new luxury, new handling ease — all assure this 1941 Super-8 of even more cheers and acclaim than were accorded its illustrious predecessor.

To see the 1941 One-Sixty is to admire the new smartness of styling that identifies only a Senior Packard. Beginning with the modern design of its new bumper, and extending back over the wind-sweep contours of its rear deck, every detail of line is fresh, handsome and distinguished.

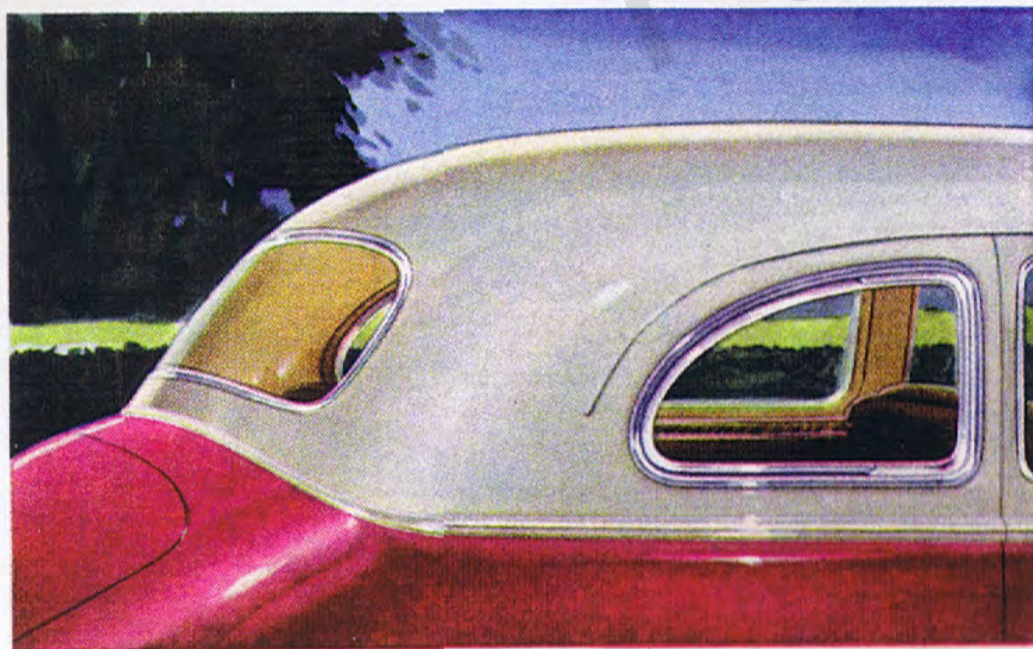
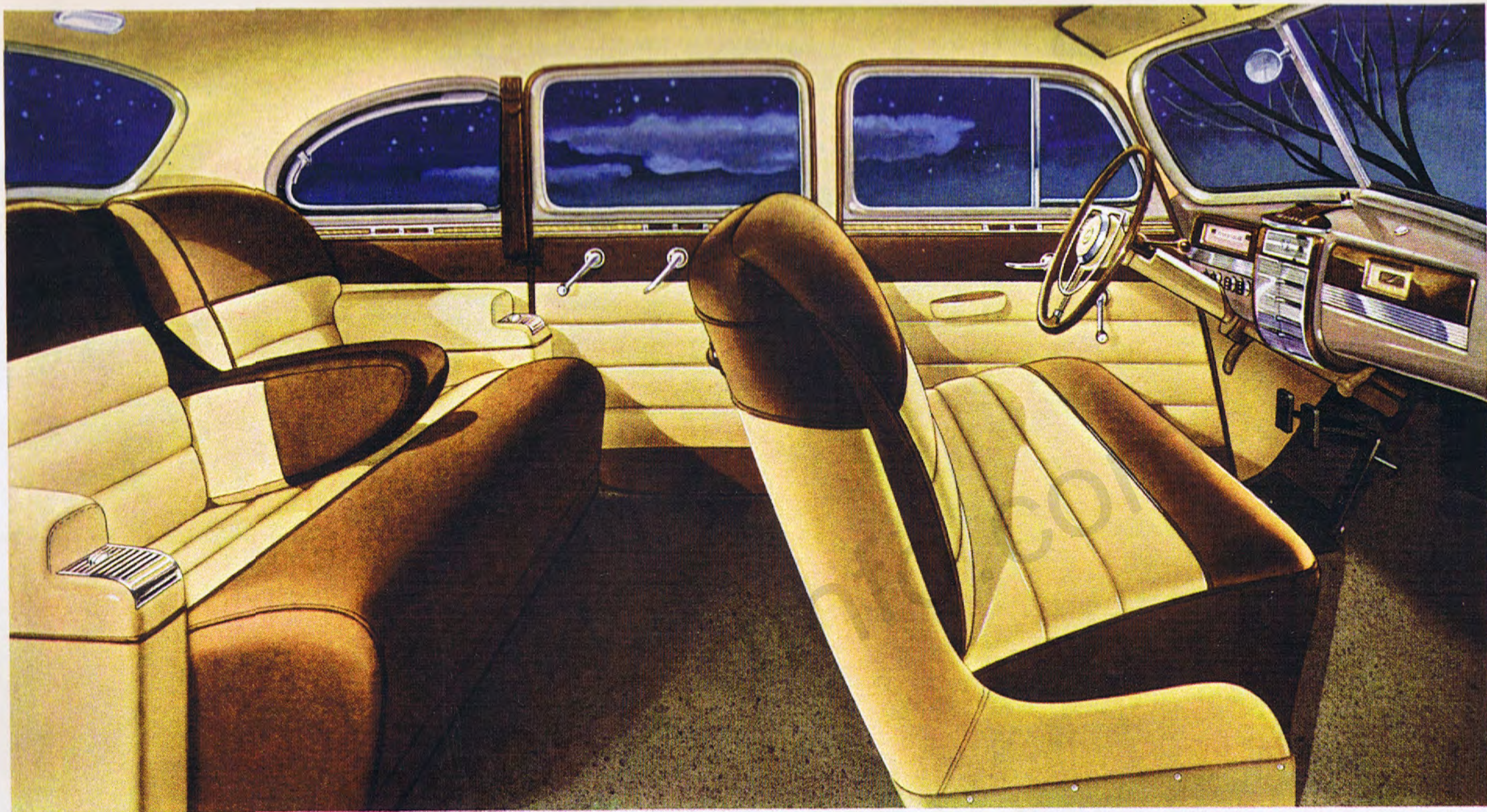
To ride in this new Super-8 is to luxuriate in an interior brimming with new loveliness, irresistible in new comfort. The charm and beauty inherent in a Senior Packard are made infinitely more alluring by new harmonies in Multi-

tone upholstery colors. And topping the list of new contributions to your comfort is a Packard "first" you'll never again want to be without — genuine *Air Conditioning*. How you'll relish it when the first hot spell comes — and you step into the refreshing coolness of air that's actually *refrigerated*!

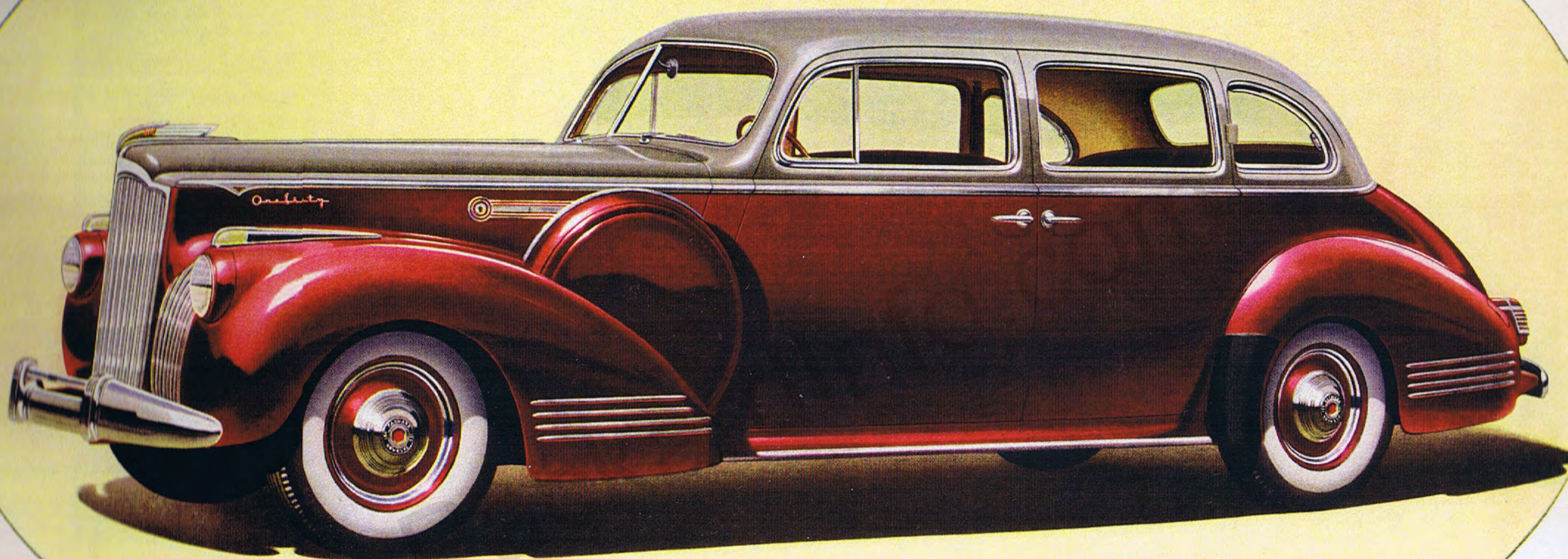
To drive this powerful eight is, of course, the ultimate thrill in motoring. Gun crack getaway starts you off for the most exciting pleasure to be had on wheels! And every superlative accomplishment of 160 horsepower is, for 1941, made even more delightful by two marvels of Packard engineering — *Electromatic Clutch* and *Aero-Drive*. Elsewhere in this brochure you will find these new miracle-mechanisms described in detail.

To own the new Packard One-Sixty is to assure yourself of the most satisfying experience that can come with motor car ownership. And it costs but little more than run-of-the-road transportation. Take your choice of eight stunning and distinctive body styles — and join America's fastest growing family of fine-car owners. Let the One-Sixty prove to you, too, how thrifty it is on every count to travel in Super-8 luxury!

From the broad choice of equipment and styling treatments offered the One-Sixty purchaser, the pages that follow depict a variety of combinations. For standard details, please turn to back page.



COMPARE a One-Sixty interior with those of lesser cars and you'll quickly see what a difference it makes to have Senior Packard luxury! The gorgeous color-blend combination of broadcloth and Bedford Cord, shown above in the Touring Sedan, exemplifies the richness and beauty of One-Sixty upholstery fabrics. Four single-color patterns are standard options, with three stunning Multi-tone combinations available in this model. The new rear window, of a single piece of safety glass curved to car contours, is, like other windows, larger for 1941. A total increase of 162 square inches in glass area is provided, for more handsome appearance and much improved visibility.



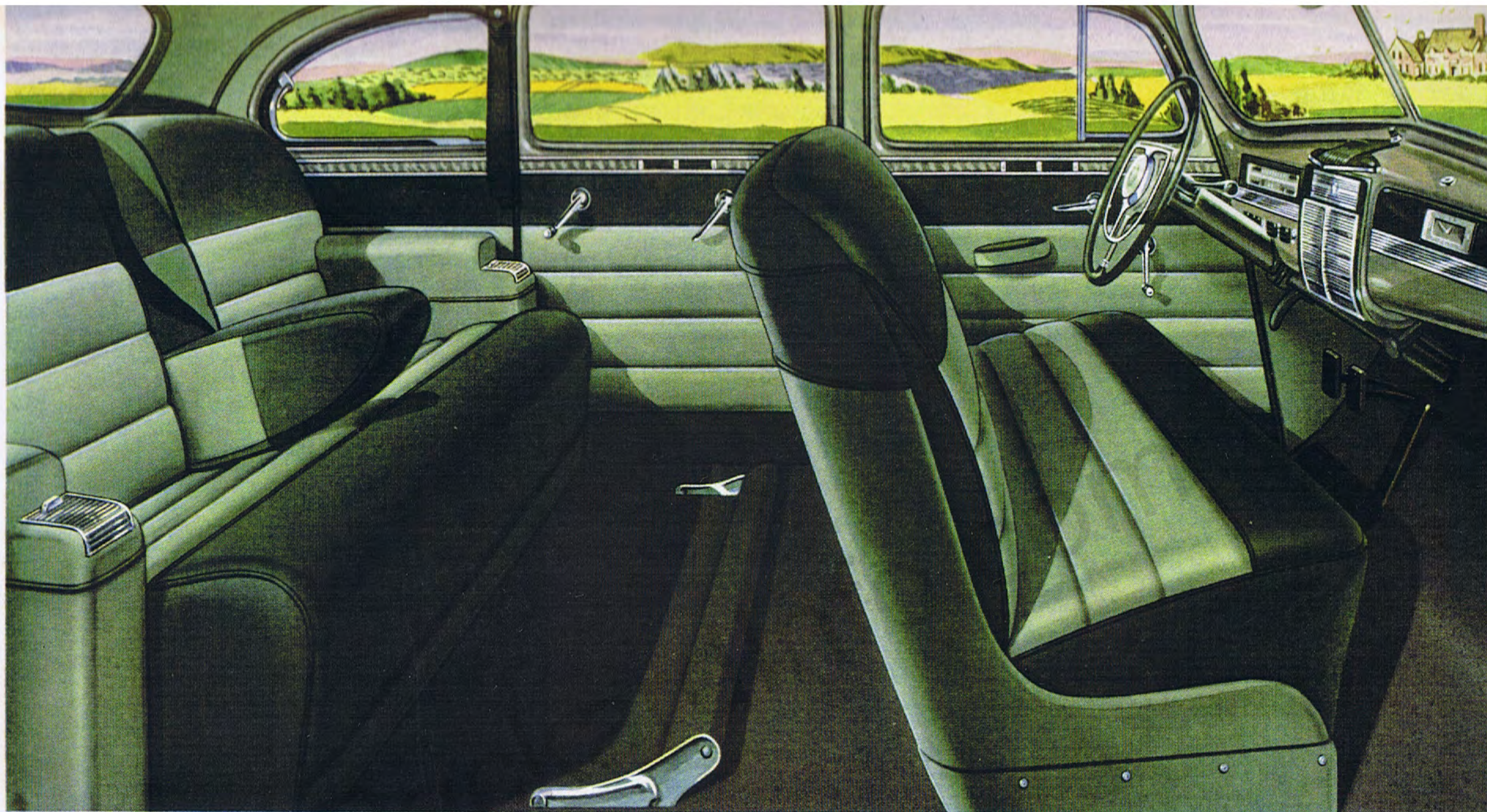
Super-8 One-Sixty

TOURING SEDAN

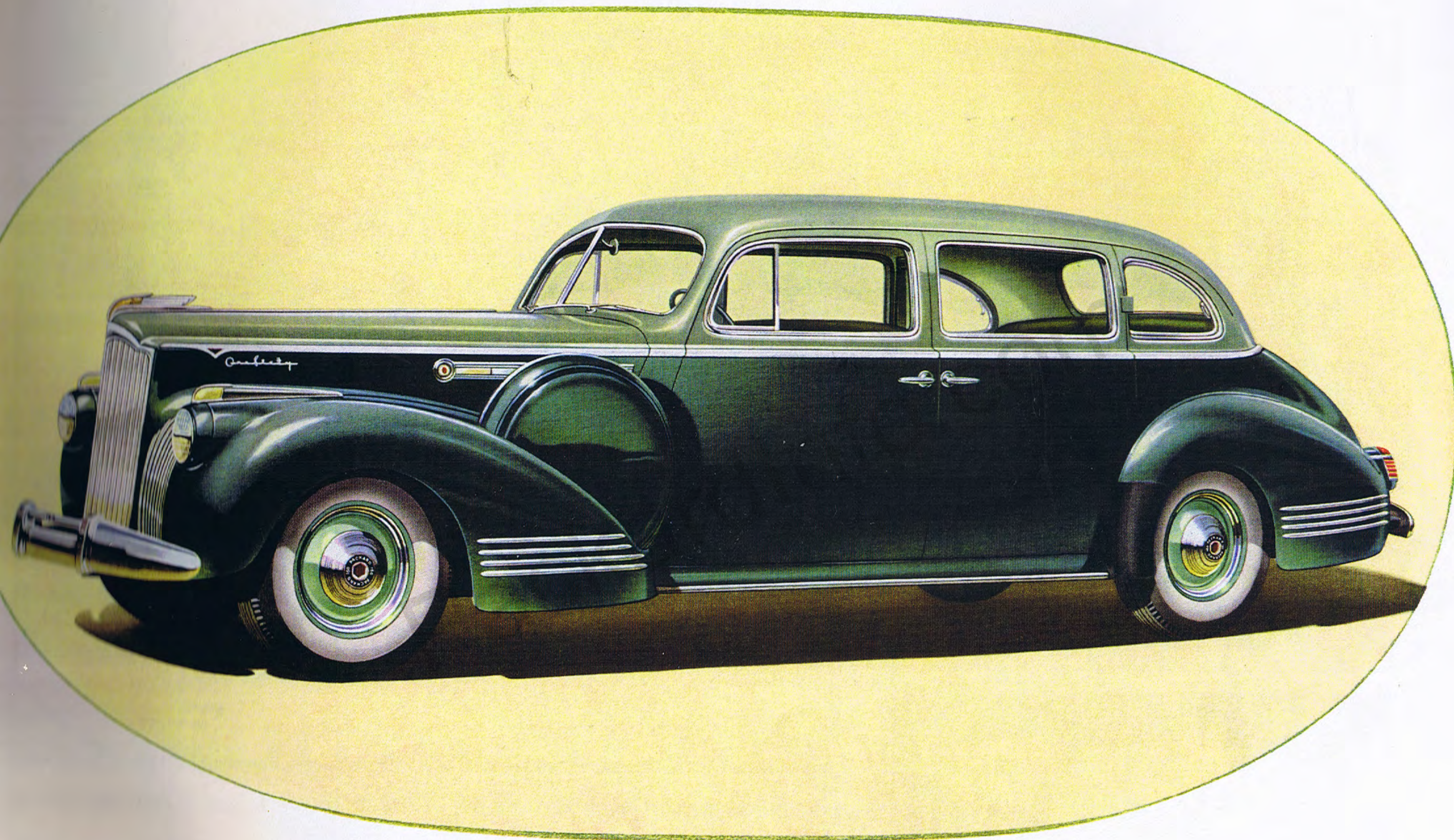
160 Horsepower



127-Inch Wheelbase



BUILT to meet popular demand, this 138-inch wheelbase sedan is the roomiest of 5-passenger cars! With nearly a full yard of leg room in its tonneau you may stretch out in literally unbounded luxury! And although this car, like all One-Sixty models, is lower to the ground for 1941, undiminished head room accommodates even top hats, with inches to spare. Custom-type door handles and window controls, in designs as lovely as heirloom silver, along with unique roll-top ash-trays, lend special distinction to One-Sixty sedan interiors. A wide performance range makes this car ideal for traveling 'cross-town or 'cross-country.



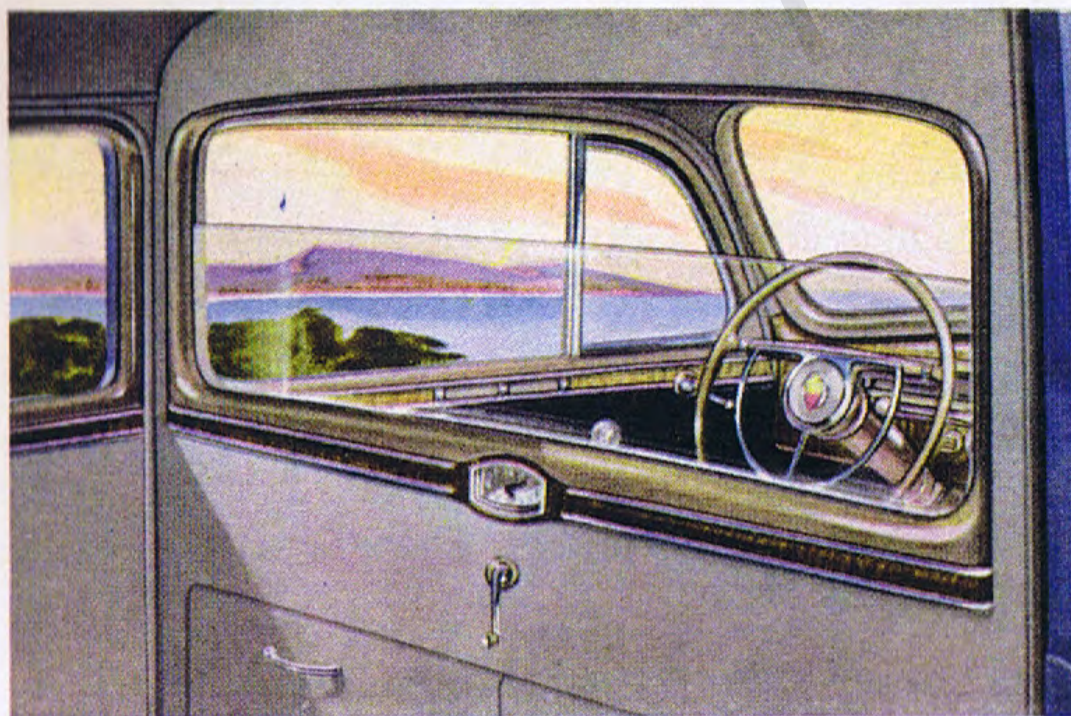
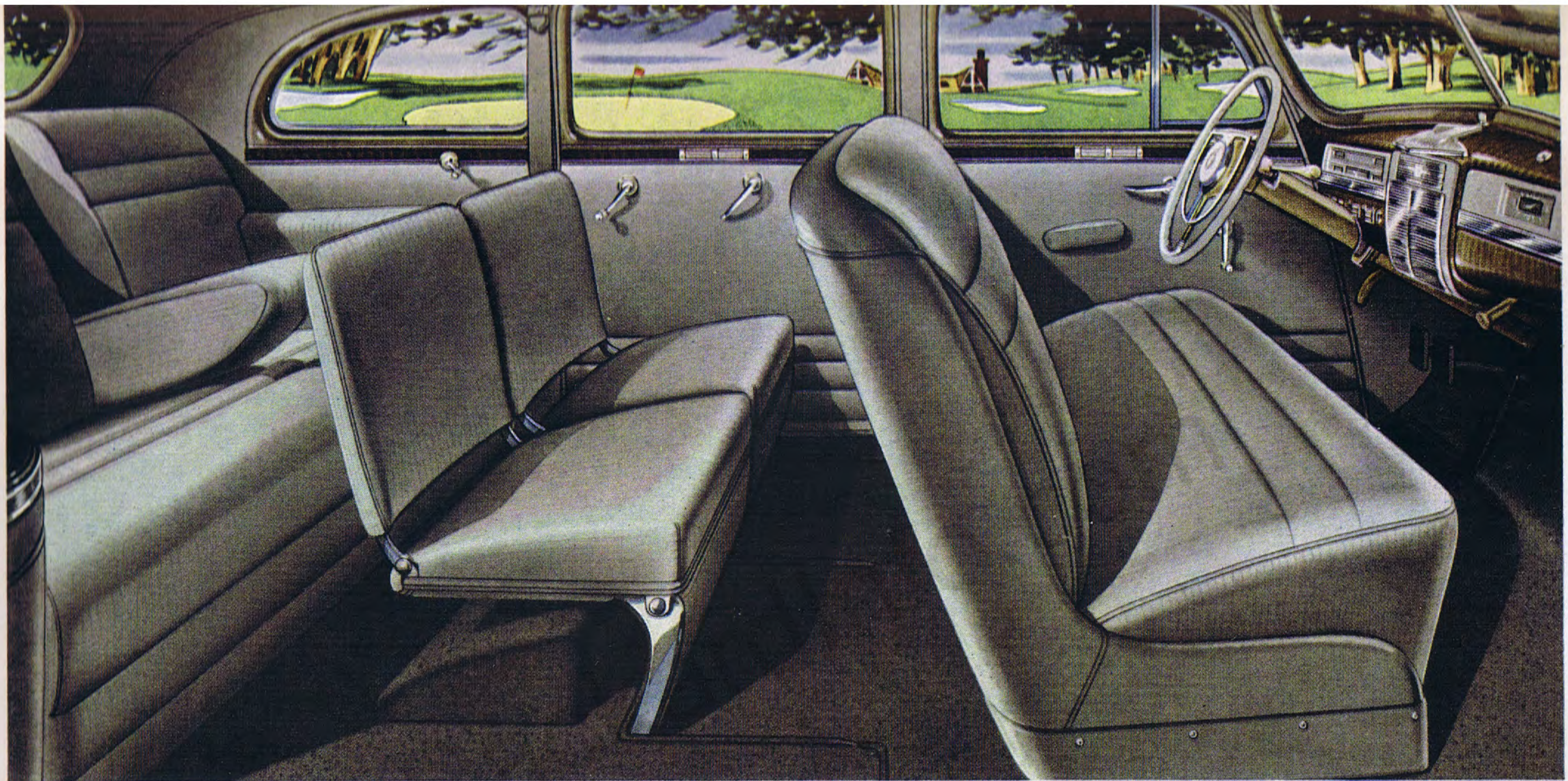
Super-8 One-Sixty

TOURING SEDAN

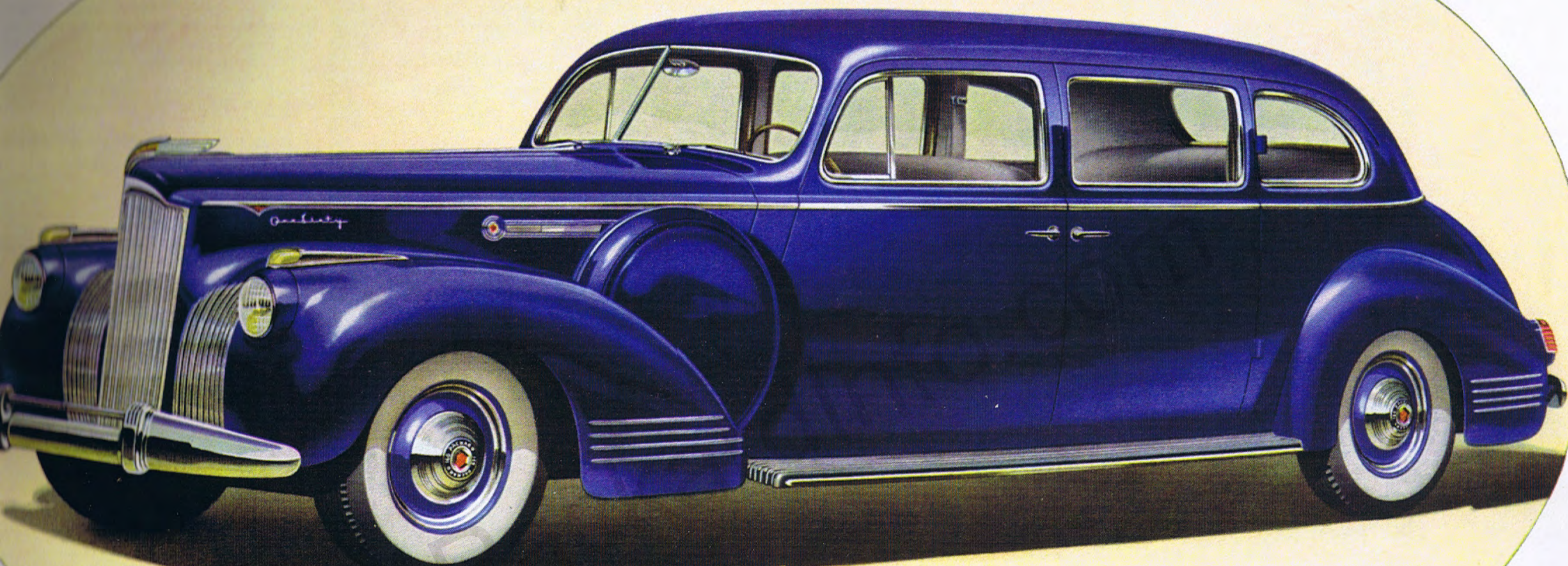
160 Horsepower



138-Inch Wheelbase



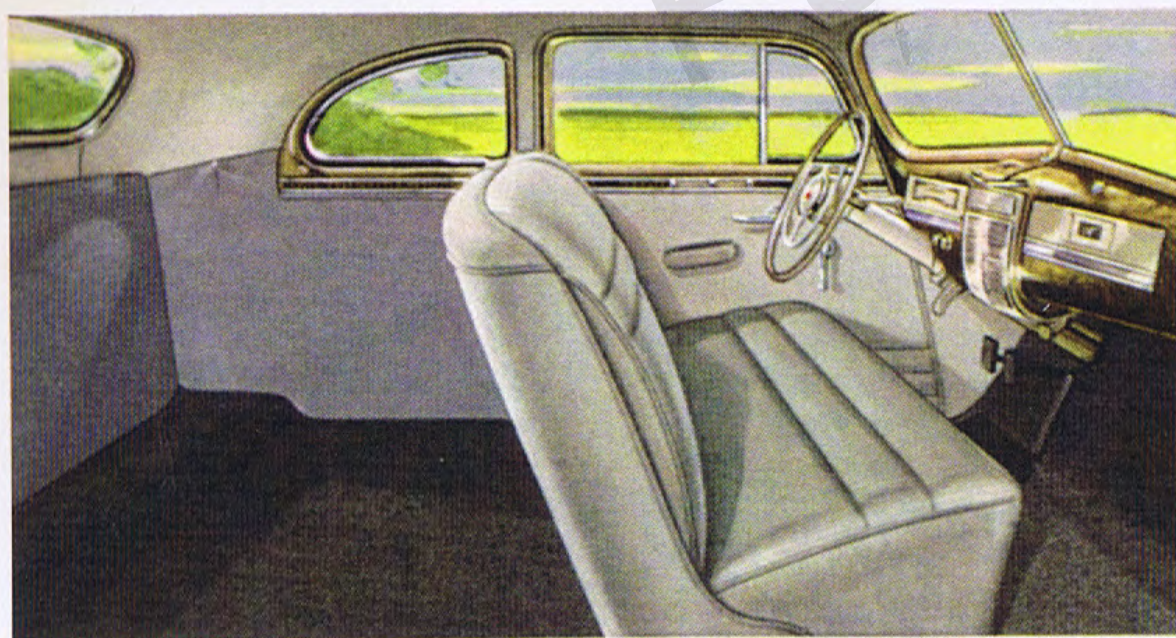
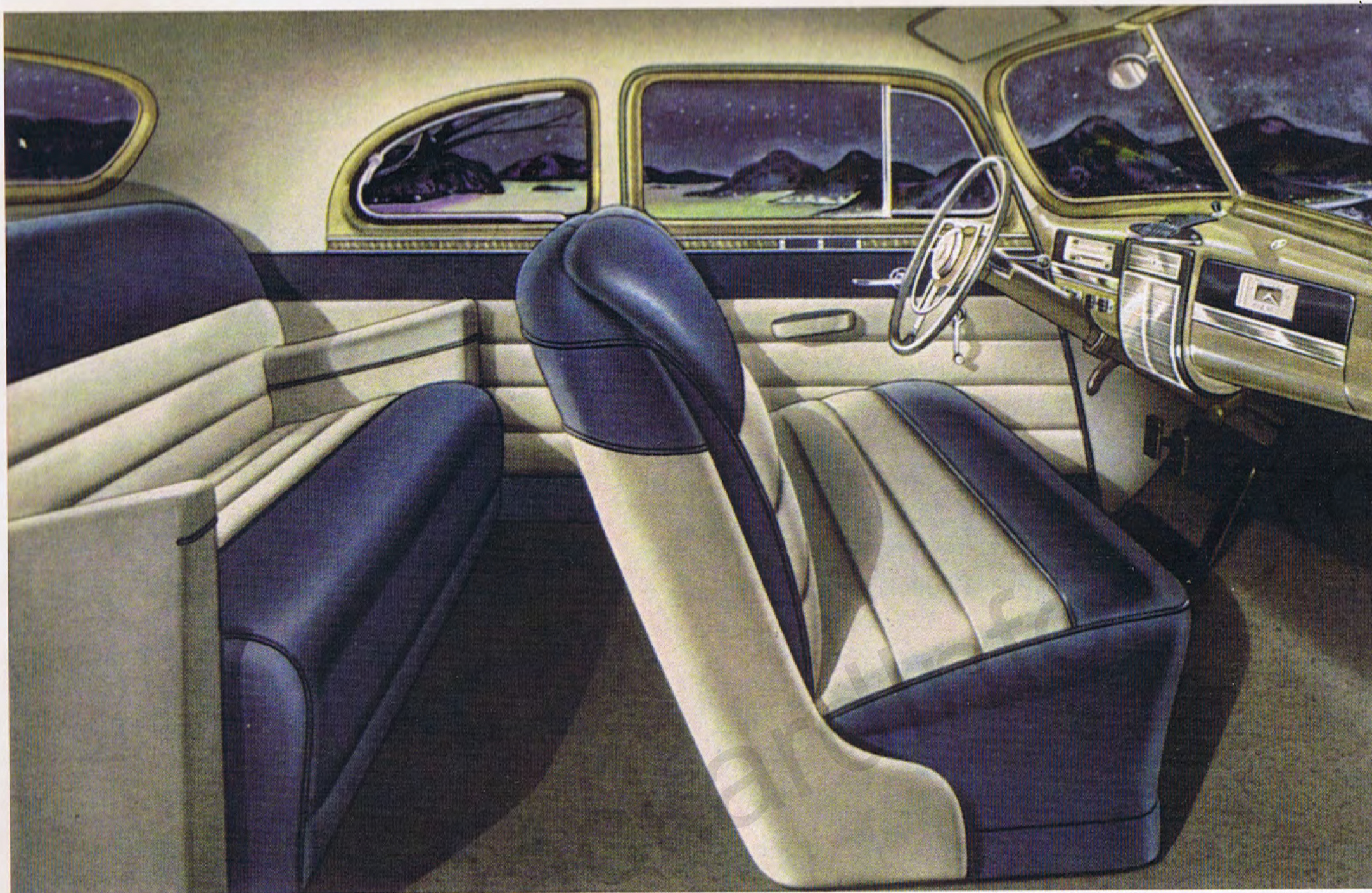
ROOMINESS is, of course, exceptional in this 7-passenger sedan, on the 148-inch Packard chassis. Equally noteworthy are the interior details which give it charming individuality. Foot hassocks in the same rich material as floor carpeting . . . folding seats beautifully upholstered and deeply cushioned, which tuck neatly out of sight when not in use . . . built-in smoking sets . . . convenient arm rests and assist straps — are all typical of Senior Packard luxury. You will note in the illustration, at left, that a glass partition separates the chauffeur's compartment in this body style when it is fitted with a limousine interior.



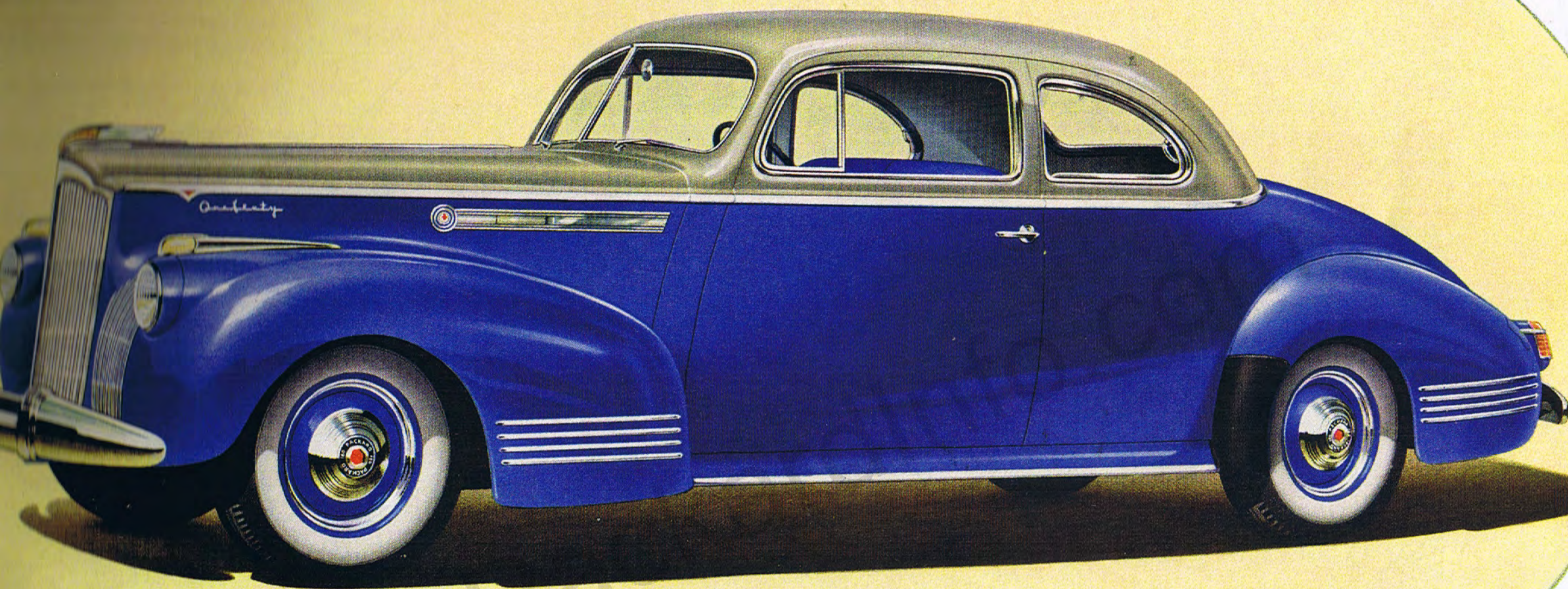
Super-8 One-Sixty

7-PASSENGER TOURING SEDAN

160 Horsepower ♦ 148-Inch Wheelbase



A FULL-WIDTH rear seat, one of many new features for 1941, makes the Club Coupe actually a spacious 5-passenger car! Generous side-to-side dimensions, and a full $3\frac{1}{2}$ inches *added* length behind the front seat, provide unusual roominess in the rear compartment of this new body style. In the Business Coupe, illustrated at left, the usual rear seat space is reserved for the accommodation of luggage, business paraphernalia or sports equipment. Plenty of room for 8 to 10 large traveling bags! As in sedan models, four single-tone and three stunning color-blend upholstery options are available.



Super-8 One-Sixty
CLUB COUPE

160 Horsepower

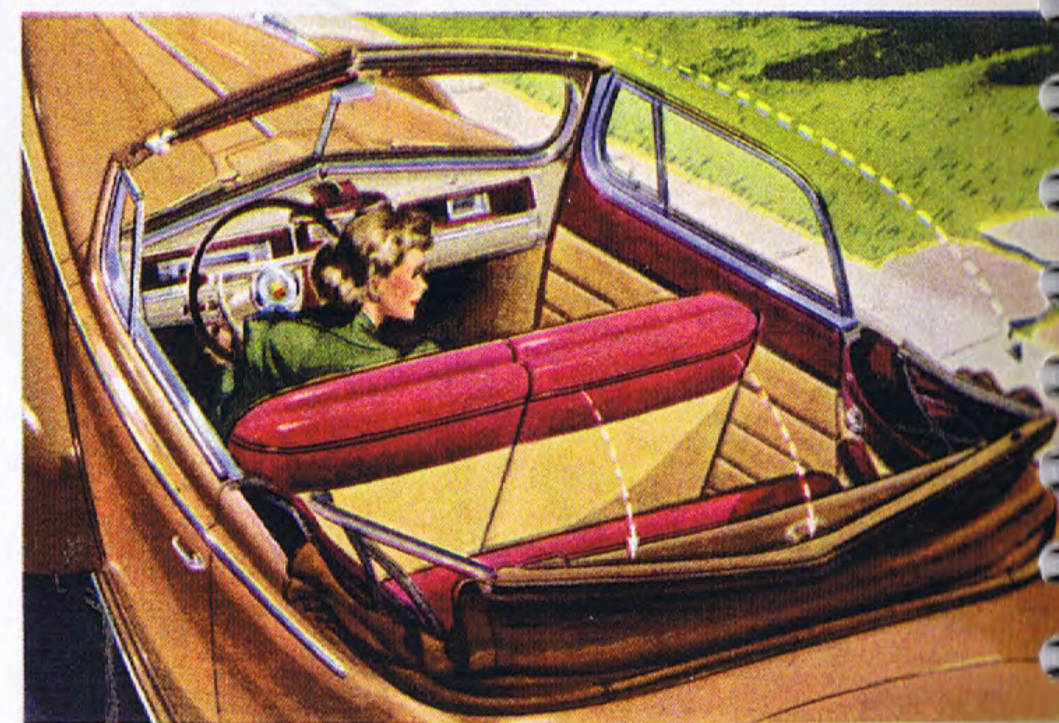


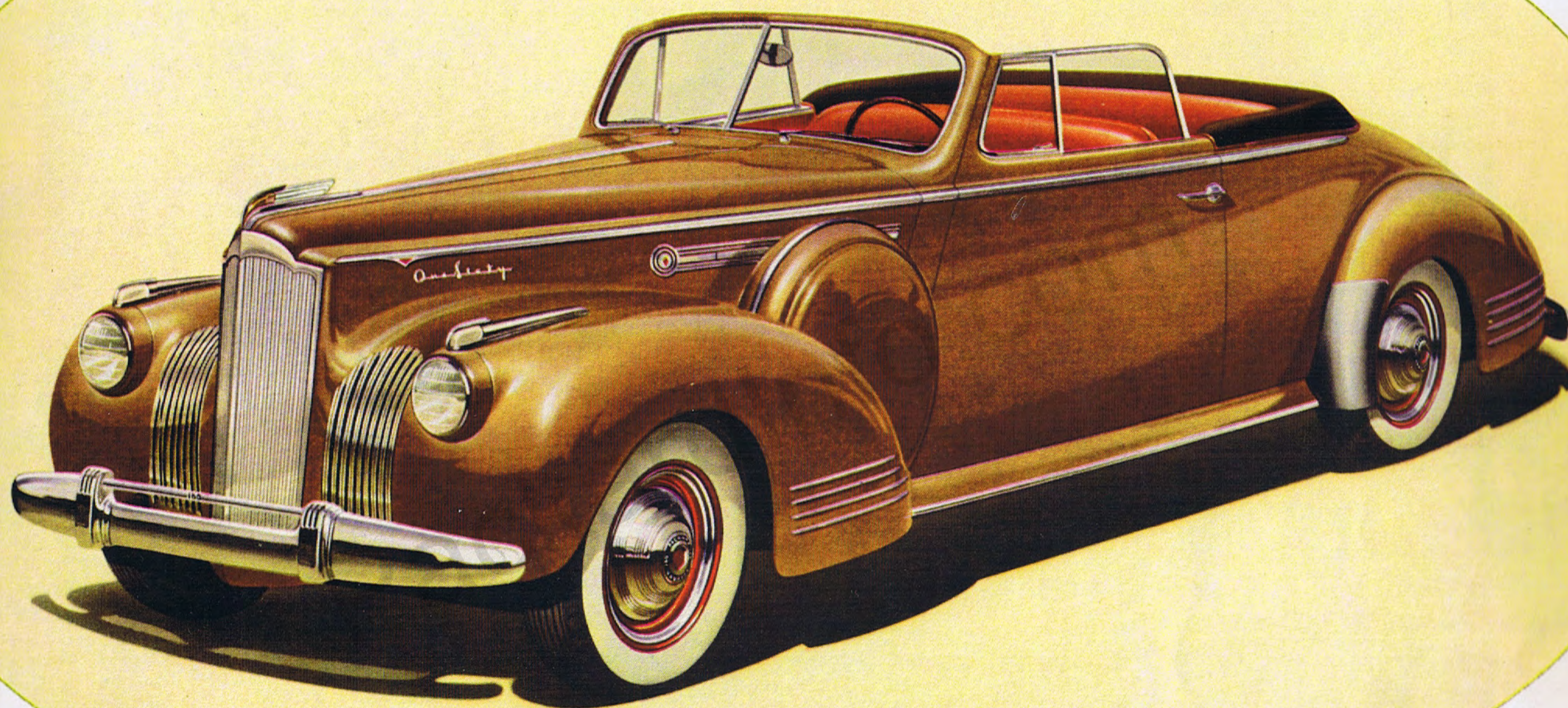
127-Inch Wheelbase



WITHOUT running boards, which are optional, chrome gravel guards grace rear fenders of the One-Sixty Convertible Coupe — an added touch of smartness on an already distinctive car. The chrome-trimmed windshield and wheels — and the stainless speedline strips on fenders — lend further emphasis to its dashing lines. The beauty of its snug, deftly tailored interior shows your preference in any of the six pleasing colors in leather upholstery, or three cloth and leather combinations. Inside, there's plenty of room for five sun-loving, fun-loving passengers — on seats as soft, deep and luxurious as those in any sedan.

Naturally, the top is automatic. A dash control raises or lowers it — and up, a single latch on the windshield holds it tightly and firmly in place.





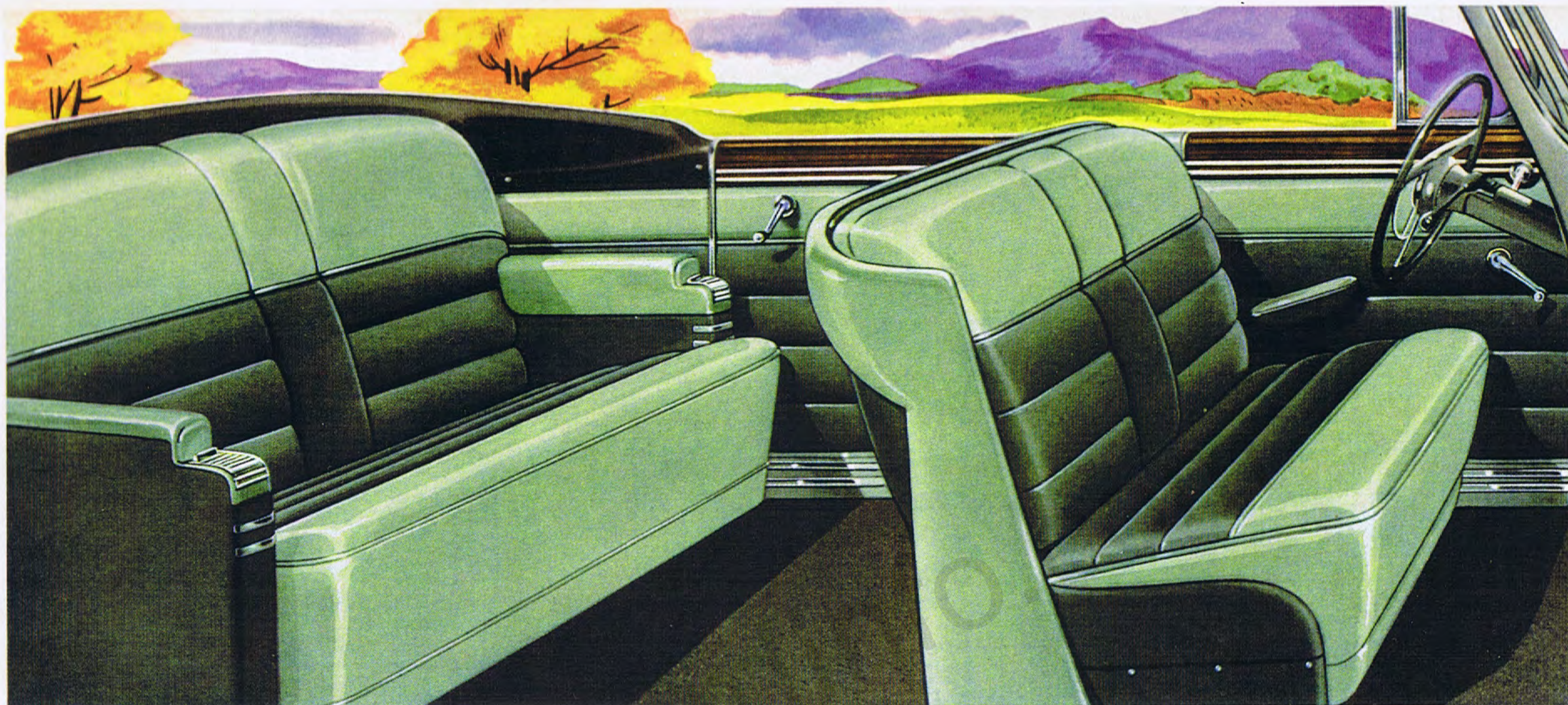
Super-8 One-Sixty

CONVERTIBLE COUPE

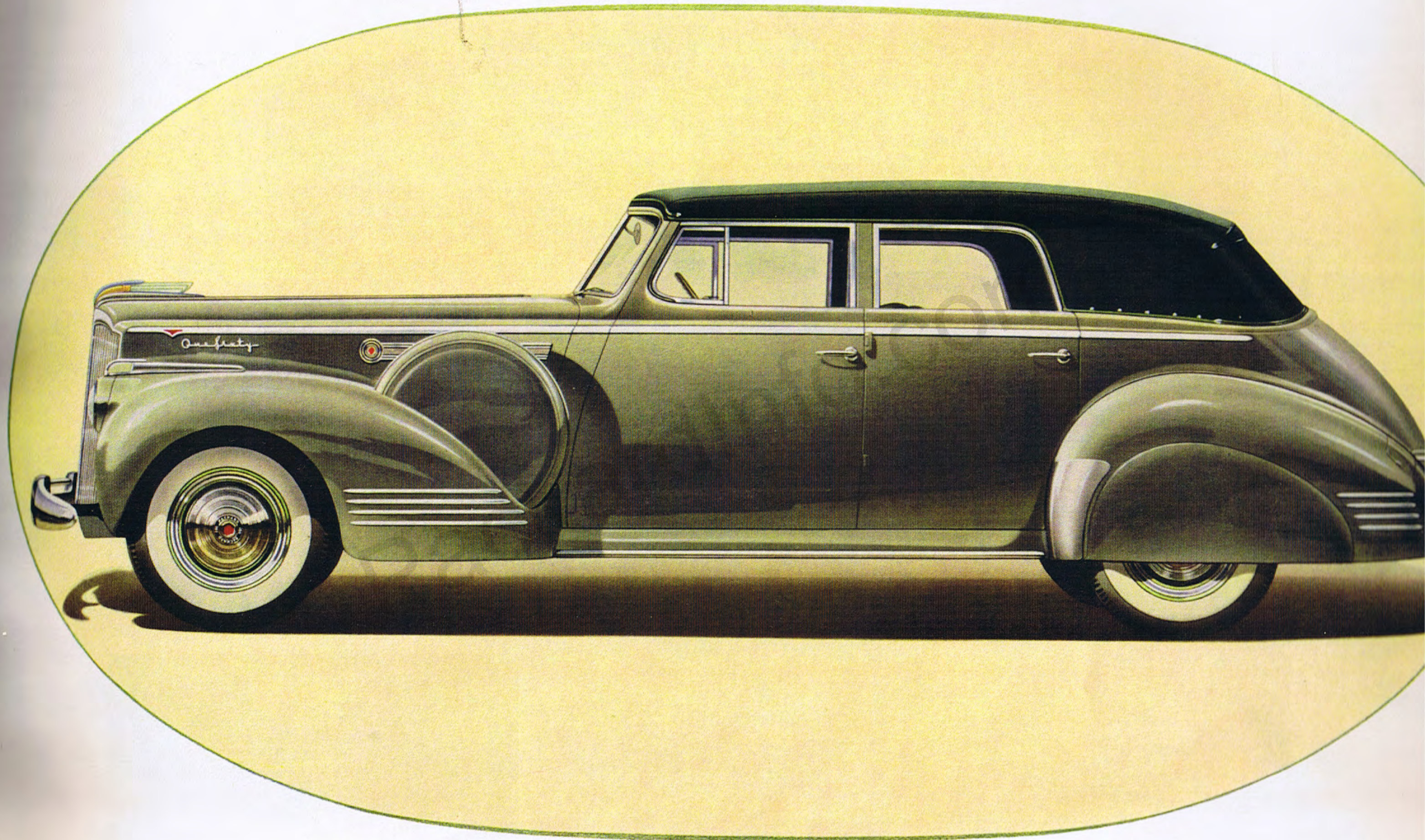
160 Horsepower



127-Inch Wheelbase



IN THE One-Sixty Convertible Sedan, at left, you see open-car luxury that shares honors with no other car save a Packard. In the One-Sixty *Deluxe* Convertible Sedan, above, you see open-car distinction and glamour that not even another Packard can equal! For this creation—entirely new for 1941—transcends all previous standards of smartness, richness and beauty in a phaeton-type car. Beautifully grained garnish mouldings are genuine walnut. Parallel chrome strips along the base of the door panels add a bright finishing touch. In this uniquely luxurious sports car, with its easy-to-raise, easy-to-lower top, not even a quick change in the weather can dampen your pleasure!



Super-8 One-Sixty
CONVERTIBLE SEDAN

WORTH-READING REASONS FOR THE ONE-SIXTY'S

...RIDING COMFORT



SUSPENSION—Complete Safe-T-flex front and rear suspension. Coil springs in front with live rubber bearings in the supports and long torque arms to help control spring resiliency and break noise path from wheels to body. In the rear semi-elliptic springs—54" x 2"—with rubber and special metallic inserts between the tips of spring leaves. Rubber bearings in shackles and brackets insulate against noise. Direct acting shock absorbers and fifth shock absorber control sidewise as well as up and down shocks. Front roll control bar on 127" wheelbase model and front and rear roll control bars on longer models keep the cars on an even keel on curves.



FRAME—Deep side rails—61½ inches at the deepest point—are box section throughout the engine compartment. A big I-beam X-member in the center section gives unusual rigidity and prevents body weaving.



WHEELBASE—127 inches, 138 inches, 148 inches—every model has ample wheelbase to provide excellent road characteristics as well as seat all passengers between the front and rear axles.



WHEELS AND TIRES—Disc wheels with chain slots and finished with 10" chrome hub caps and chrome wheel trim rings are equipped with 7.00 x 16 low pressure tires. Four ply tires on 127" wheelbase models, six ply tires on 138" and 148" wheelbase models.



BODIES—The all steel body is specially insulated with thirteen kinds of insulating material. Safety glass used throughout, one piece bowed glass rear window and all windows including windshield and rear window are framed with chrome. Inbuilt defroster vents, folding rear seat arm rest and straight across rear seat in club and convertible coupes. Four luxurious upholstery selections, also three Multi-tone upholstery combinations in 138" wheelbase sedan (slight extra charge in 127" wheelbase enclosed cars). Six leather selections in convertible models. Two leather and cloth combinations at slight extra charge. Seat cushions padded with foam rubber. Fine mohair carpet in both front and rear compartments of all models.



DRIVE—Packard Hotchkiss drive is through the springs which absorb the inevitable shocks of starting and stopping. Two roller bearing universal joints are used.

STANDARD EQUIPMENT—One spare wheel and tire. New type jack and standard tool equipment. Twin sun visors and automatic, constant speed windshield wipers. Defroster vents. Rear view mirror. Two combination tail and stop lights inset in the rear of the body. Windstream chrome parking lights in fenders. Dome light on closed models. Tripletone horns. Rheostat switch for instrument panel lights. Electric clock and automatic cigar lighter. Rear seat center arm rest in all sedans. Robe cord in four-door sedans. New chrome, gold and plastic radiator ornament. Roll top ash receiver with automatic cigar lighter in rear compartment of sedan models.

The right is reserved to change specifications or prices without incurring any responsibility with regard to cars previously sold.

...PERFORMANCE



ENGINE—The simple L-head design of the Packard One-Sixty engine eliminates all extra parts while the overlapping power strokes of its 8 aluminum pistons provide smooth and abundant power. Cylinders have a 3½" bore and a 4½" stroke. Its large displacement—356 cubic inches—and high compression ratio—6.4561—give it the highest brake horsepower rating of any 8 cylinder engine ever built by Packard—full 160 horsepower at 3600 R.P.M. Further smoothness is contributed by its heavy crankshaft—104 lbs. stripped—and by its nine main bearings.



COOLING SYSTEM—A noteworthy feature of One-Sixty engine cooling is the automatic system of radiator shutters which maintain efficient engine temperatures. The whole cooling system is sealed with a pressure cap. The water pump rotates on a double row ball bearing and is permanently greased and packed. Five gallons of water fill the whole system.



LUBRICATION—Every vital engine moving part is abundantly supplied with oil under pressure—no starved bearings to reduce wear. The oil is constantly cleaned by an oil filter. Chassis lubrication is equally efficient—only 17 points to lubricate every 1000 miles—4 more at 10,000 miles.



ELECTRICAL SYSTEM—An unusually large air-cooled generator with an output capacity of 35 amperes at 8 volts provides ample power for all electrical requirements including a full complement of accessories. All-glass Sealed-Beam headlights give brilliant night road illumination.



FUEL AND CARBURETION—A positive mechanical pump supplies the dual down draft carburetor with a constant fuel supply. Automatic choke and manifold heat control combine to assure quick, easy starting and efficient operation.



REAR AXLE—Although other manufacturers have only recently adopted the hypoid rear axle design, Packard has used it since 1926.

...HANDLING EASE



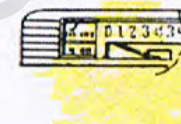
STEERING—Center point steering, cushioned with rubber, gives feather-light directional control. The steering gear, insulated from the frame, is of the worm and roller type.



SHIFTING AND CLUTCH—The air-cooled clutch has centrifugal weights to supplement the springs in applying pressure to the driving plate. This minimizes slip-page even at high speed and reduces pedal pressure. *Electromatic Clutch* available at the factory at small extra cost. Helical transmission gears are quiet and long lived and two synchronizers make gear shifting easy and clashless. Nine ball and roller bearings. *Aero-Drive* cruising transmission available at moderate extra cost.



BRAKES—Packard Servo hydraulic service brakes give smooth, positive, car speed control. The mechanical handbrake is a separate system independently operated.



INSTRUMENTS AND CONTROLS—New modern instrument board of walnut graining and chrome trimmed plastic is indirectly lighted and carries all standard gauges. New oblong speedometer with lucent plastic pointer which indicates speed ranges by colored light. Electric clock and automatic cigar lighter.

1 1 1

SPECIAL EQUIPMENT—Packard *Air-Conditioning* for cool summer comfort—Packard *Electromatic Clutch* for simpler, easier driving—Packard *Aero-Drive* for fuel economy and engine smoothness. All factory installed at moderate extra cost.

SPECIFICATIONS SO FINE

YOU MIGHT HAVE

WRITTEN THEM YOURSELF

One-Sixty

PACKARD MOTOR CAR COMPANY • DETROIT, MICHIGAN

LeBaron

Packard

Packard

ROLLSON

LeBaron

Darrin

Packard

ROLLSON

Darrin

The 1941

Packard Super - 8

Custom One-Eighty

Darrin

ROLLSON

LeBaron

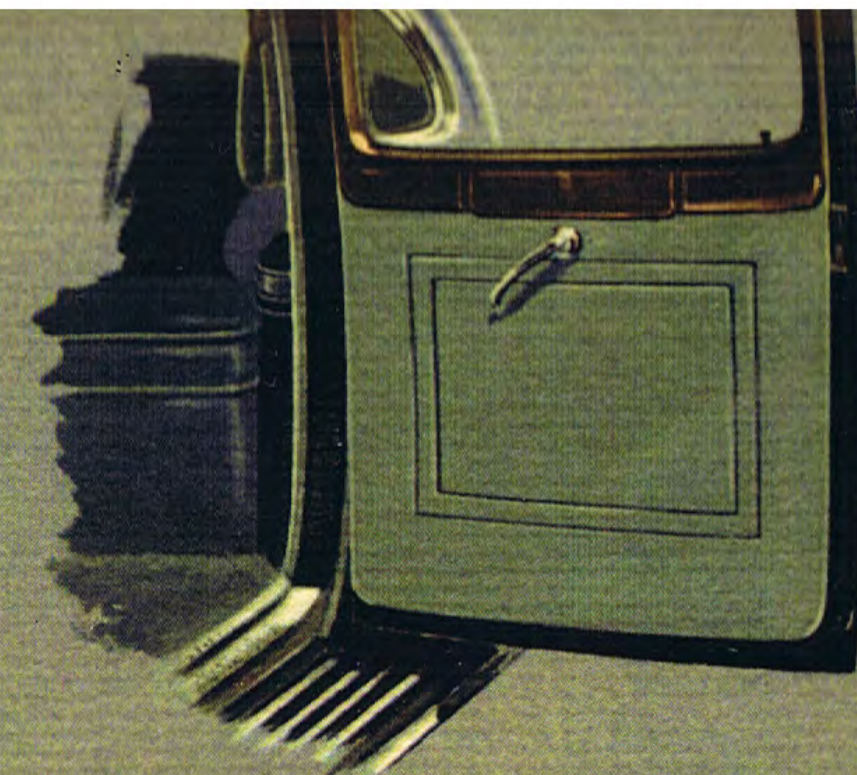
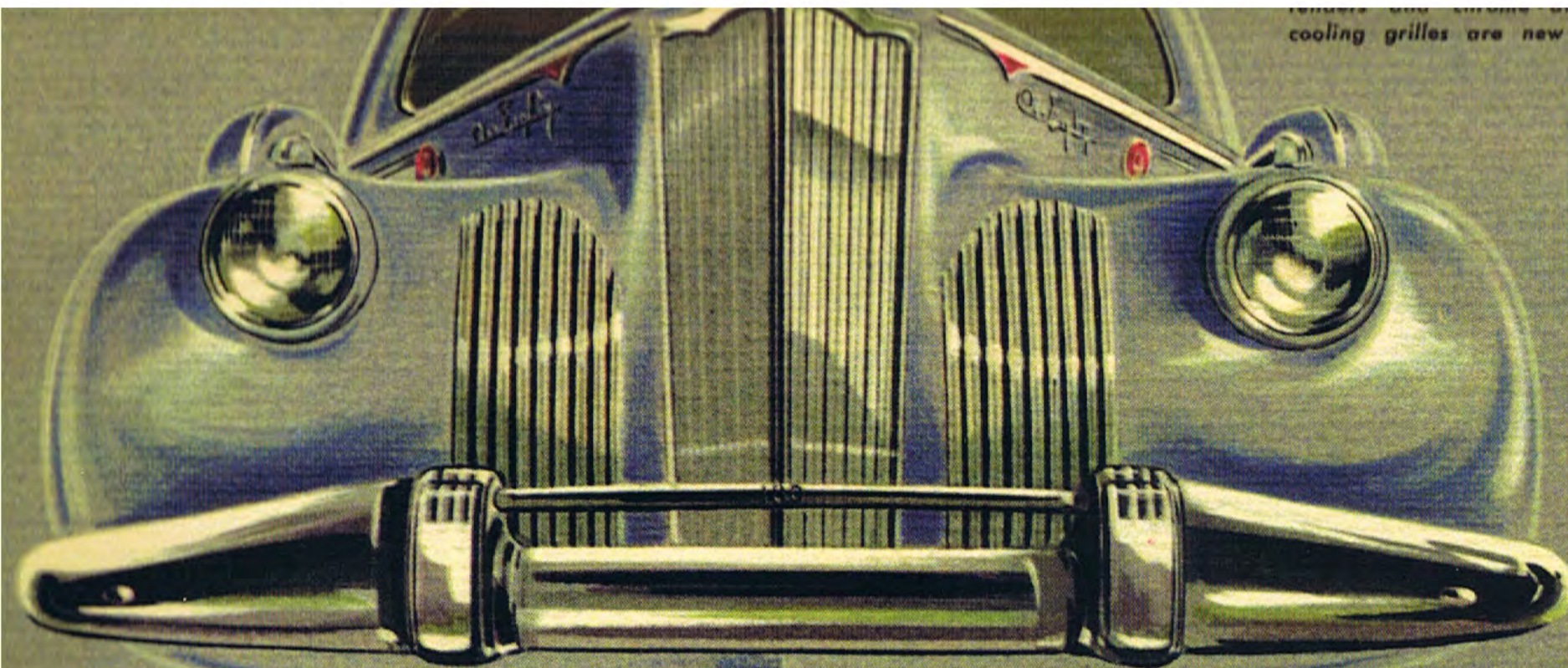
Packard

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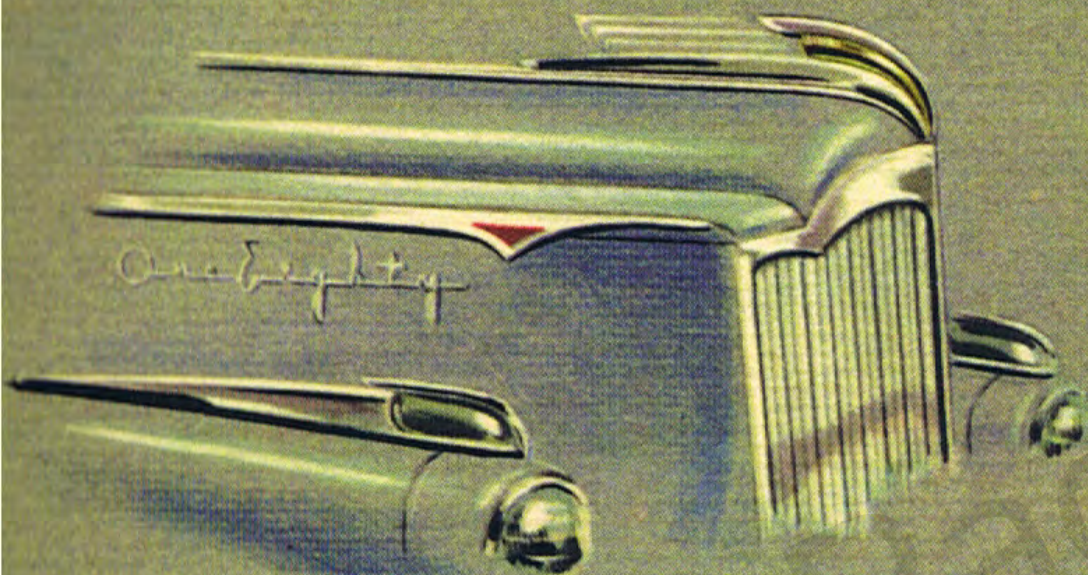
ROLLSON

Darrin

cooling grilles are new for 1941.



New power-operated door windows—raised or lowered by pressing a button—head the list of new convenience features for 1941 . . . in all Packard One-Eighty sedan models.



ABOVE: Beauty with a hidden purpose! Behind the handsome cloisonné medallion this attractive chrome strip serves as the bonnet lock.

AT LEFT: A new insignia in modern script spells One-Eighty and "beauty" at the same time, on the side of the bonnet of these custom cars.



Plastic, chrome and lacquer have never been more attractively combined than in the instrument panel of the One-Eighty. Exceptionally tasteful and modern in appearance, this grouping of dials and controls will please you for its convenience and readability as much as for its sheer beauty. The integral radio speaker permits installation of a single-piece reception unit.



Spotlighted from any angle, One-Eighty styling reveals distinctive, modern beauty. The newly contoured rear deck, curved one-piece window, new bumper and tail lamp treatments are highspots.

1941 Packard Super - 8 Custom One - Eighty

—WITH BODIES BY AMERICA'S FOREMOST CUSTOM DESIGNERS

LOOK UPON the following pages, if you will, as more than a motor car catalog. Please study them as you might examine a printed presentation of precious gems or fine paintings — with a view to enjoying artistic creation.

For reproduced are likenesses of the finest of motor cars, yes — but also of the best creative efforts of America's most able custom designers.

In the eleven body styles shown — five by Packard and two each by Darrin, LeBaron and Rollson — you will see unprecedented beauty and distinction. And, as your personal inspection of these creations will prove, you will find innovations that provide comfort, convenience and luxury heretofore unavailable in a motor car.

For example, in sedan models, you will need only to press a button to raise or lower windows. In any model you will relax in the restful buoyancy of foam-rubber cushions, in seats built to exclusive Packard specifications for orthopedic correctness. You will delight in an almost unlimited variety of upholstery colors and fabrics from which to make a selection.

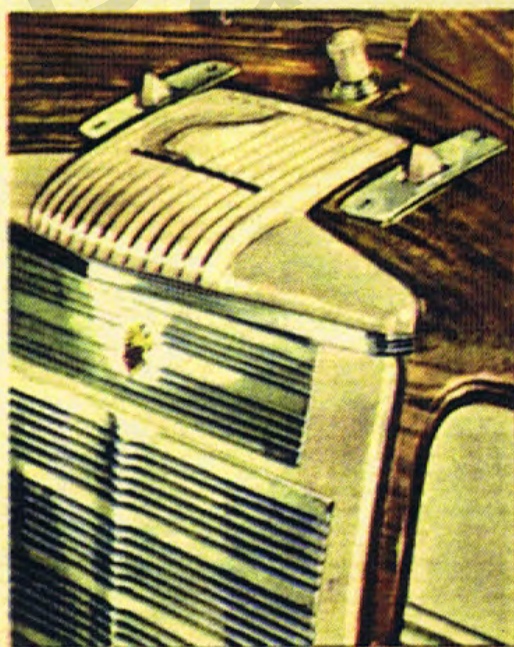
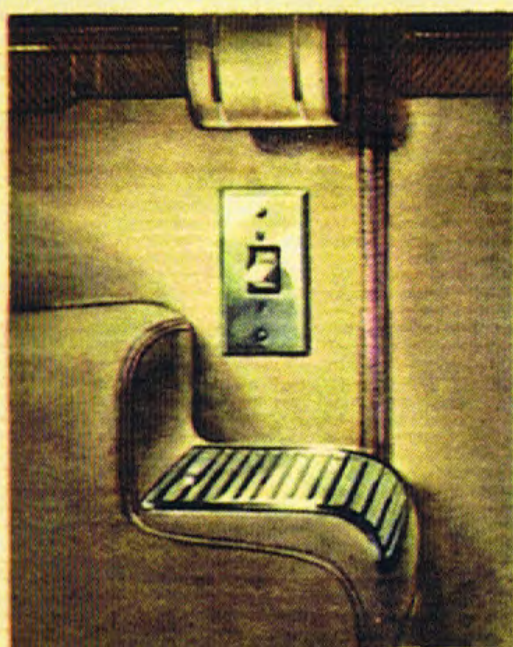
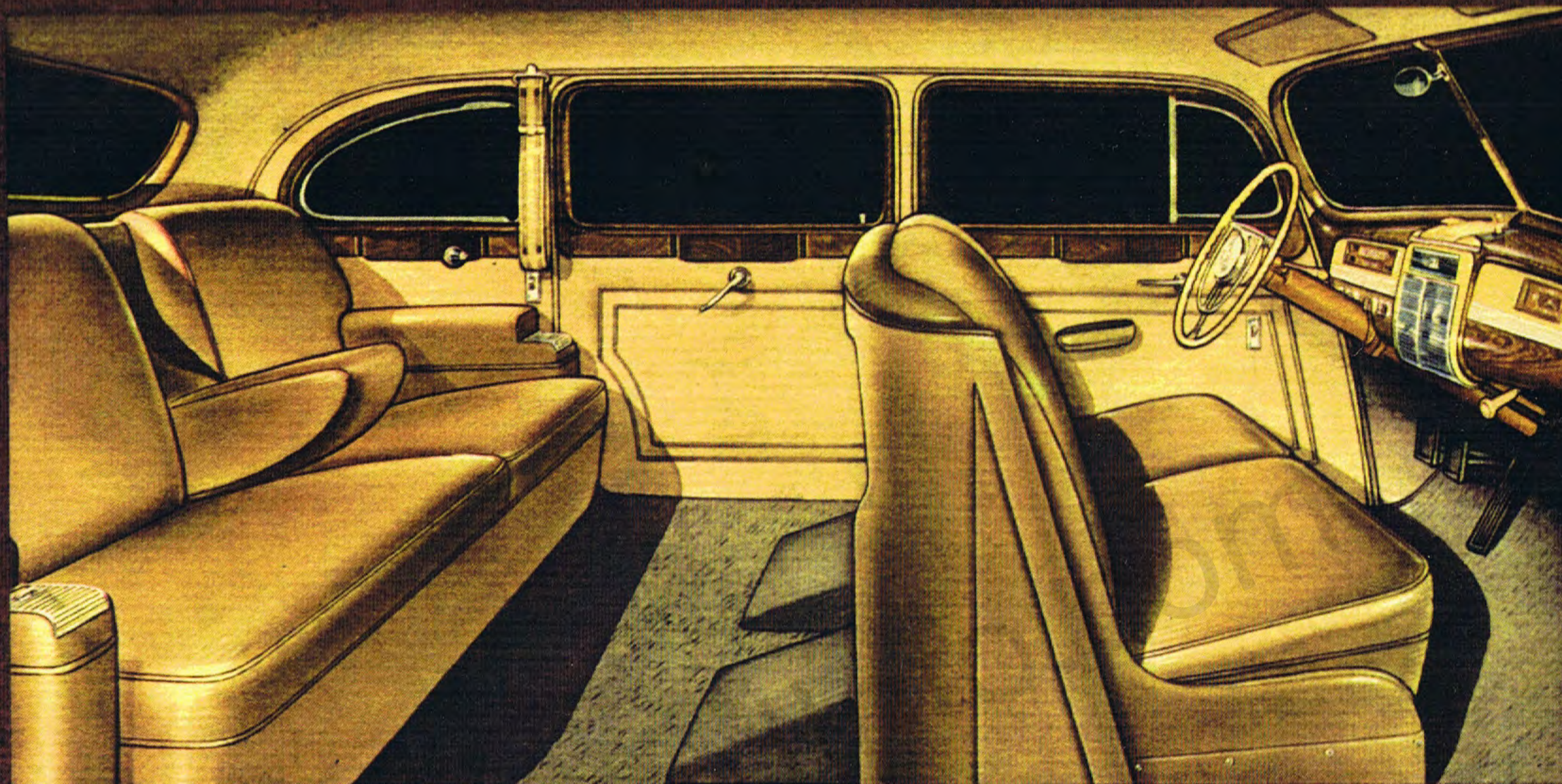
And, to provide the last word in motoring luxury, you may have the Packard-pioneered feature that ends the discomfort of hot-weather driving — genuine *Air-Conditioning*!

Performance is, of course, superb with the One-Eighty's mighty 160-horsepower engine. Handling ease you would admire in a car of half the size!

But the ultimate delights in motoring become yours when you drive the One-Eighty equipped with either or both of two 1941 Packard mechanical marvels — *Electromatic Clutch* and *Aero-Drive*. It will take only a few miles to show you how completely these almost human mechanisms revolutionize motor car operation and revitalize motoring pleasure.

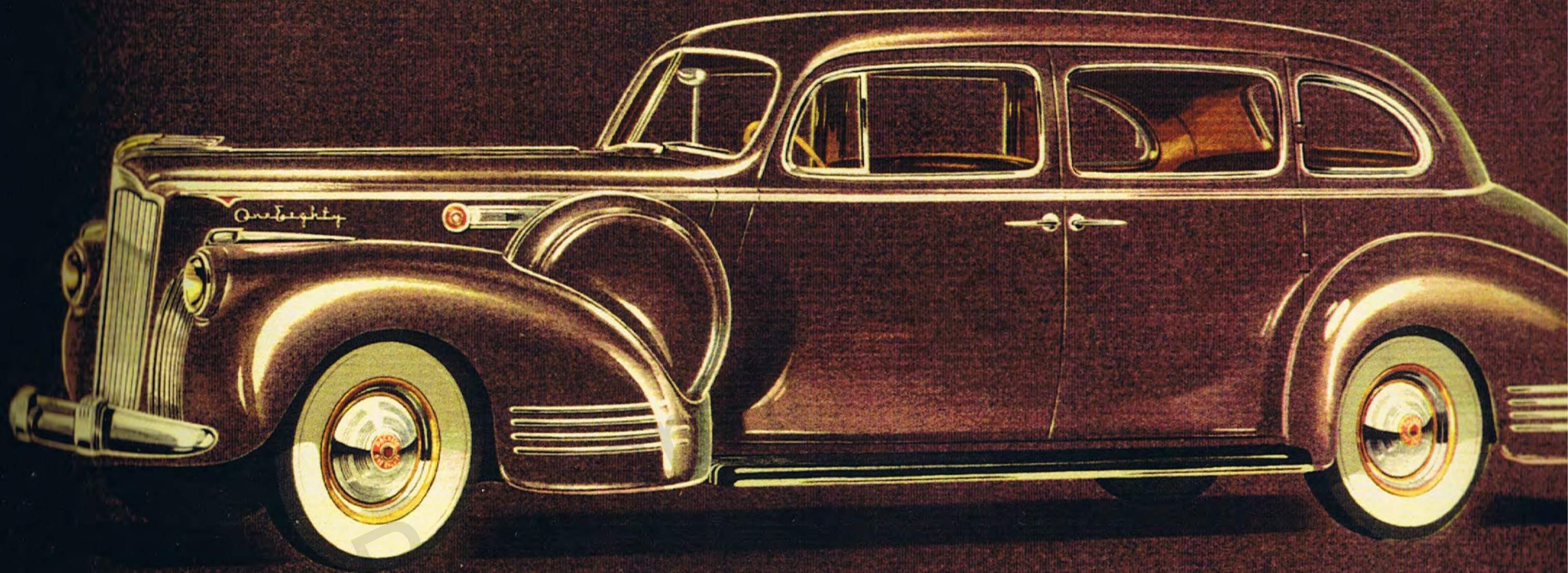
The price of the One-Eighty? Depends on which model and what complement of equipment you select, of course . . . But indulge yourself, and you're still sure to learn that the most luxurious mode of 1941 transportation costs hundreds of dollars less than any Packard of near-comparable luxury only a few years ago — *much* less than you would estimate!

(Note: Because all Packard One-Eighty models are custom cars, each is illustrated in this brochure with suitable equipment from the wide variety of items available. For standard equipment on any particular model, however, please consult the last page.)



◀ THE TOURING SEDAN ▶

A REVEALING GLIMPSE of *custom luxury* as created by Packard for 1941. Note the new shape of windows with larger glass area, the natural wood mouldings. Note, too, the chastely charming design of the new door trim-panel. But what's missing? Window control levers, of course! An electro-hydraulic mechanism raises and lowers windows in the One-Eighty. You merely press a button to adjust window glass to whatever height you desire. Control buttons — to regulate windows individually — are located on instrument panel and just forward of rear seat arm rests.

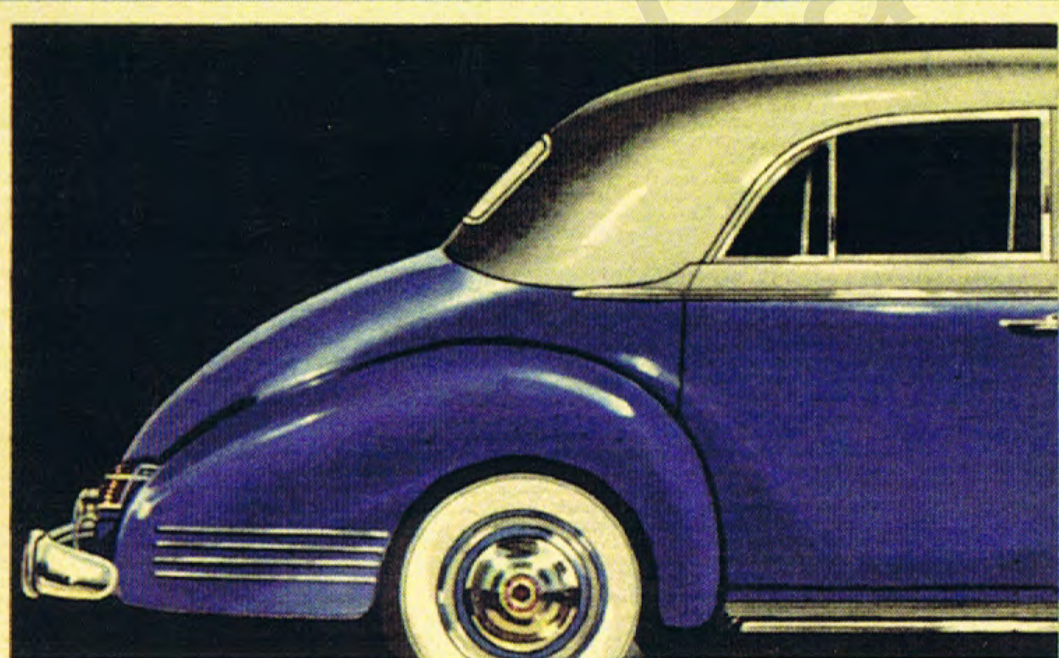
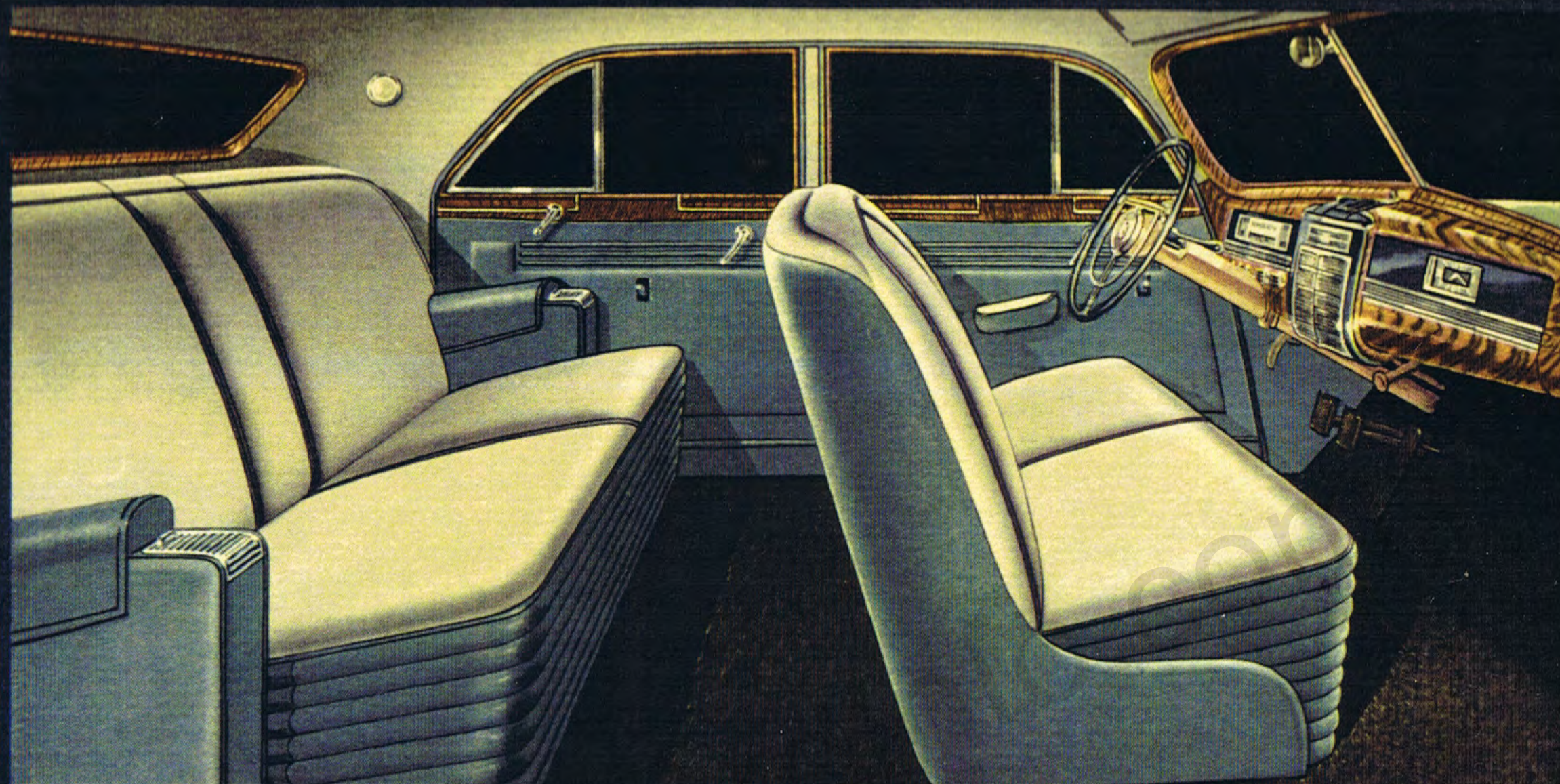


Super-8 Custom One-Eighty

THE TOURING SEDAN — Body by Packard

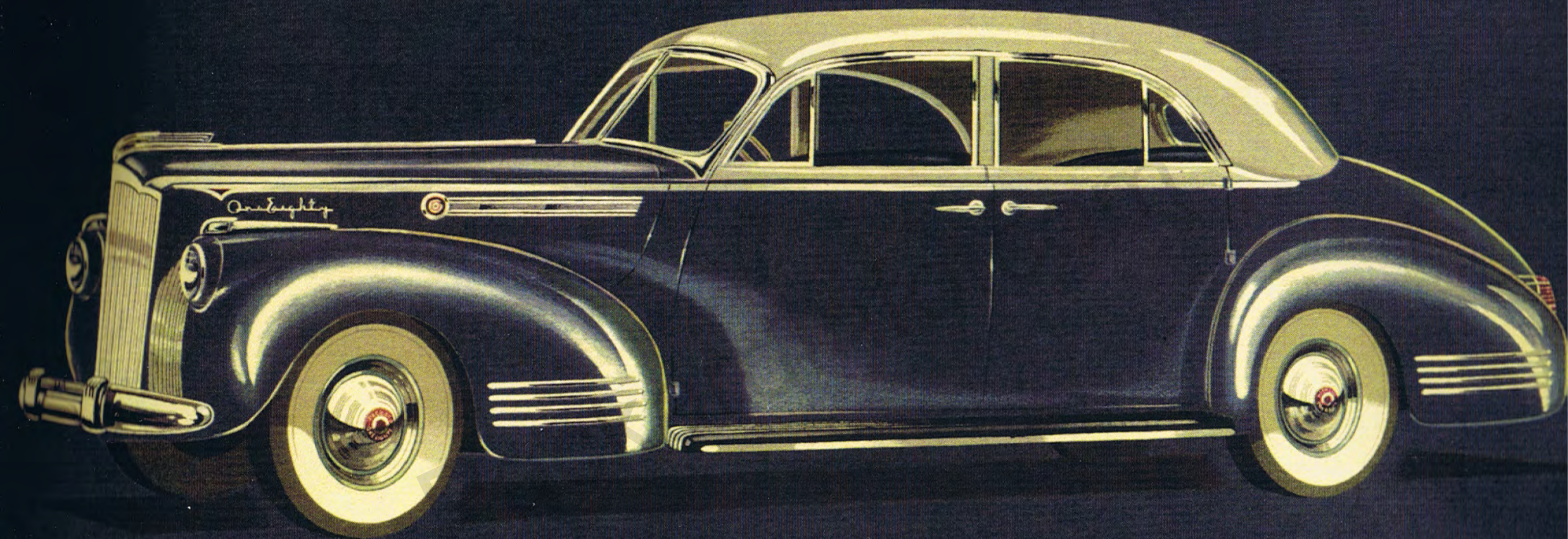
100 Horsepower

130 inch Wheelbase



◀ THE SPORT BROUGHAM ▶

DEBUTANTE of the year among motor cars is the new Packard-LeBaron Sport Brougham. Fresh and sleek in every line, its entrance upon the scene is bound to capture hearts and imaginations. Roomy, low-hung and long, it resembles a projectile as it speeds along the highway. Its interior reveals the sparkling smartness and rich distinction you would expect such a car to have. And settling in its trimly tailored cushions is a prelude to unsettling any complacent attitude . . . for with its fiery 160-horsepower performance this car definitely belongs to the exciting way of living!



Super-8 Custom One-Eighty

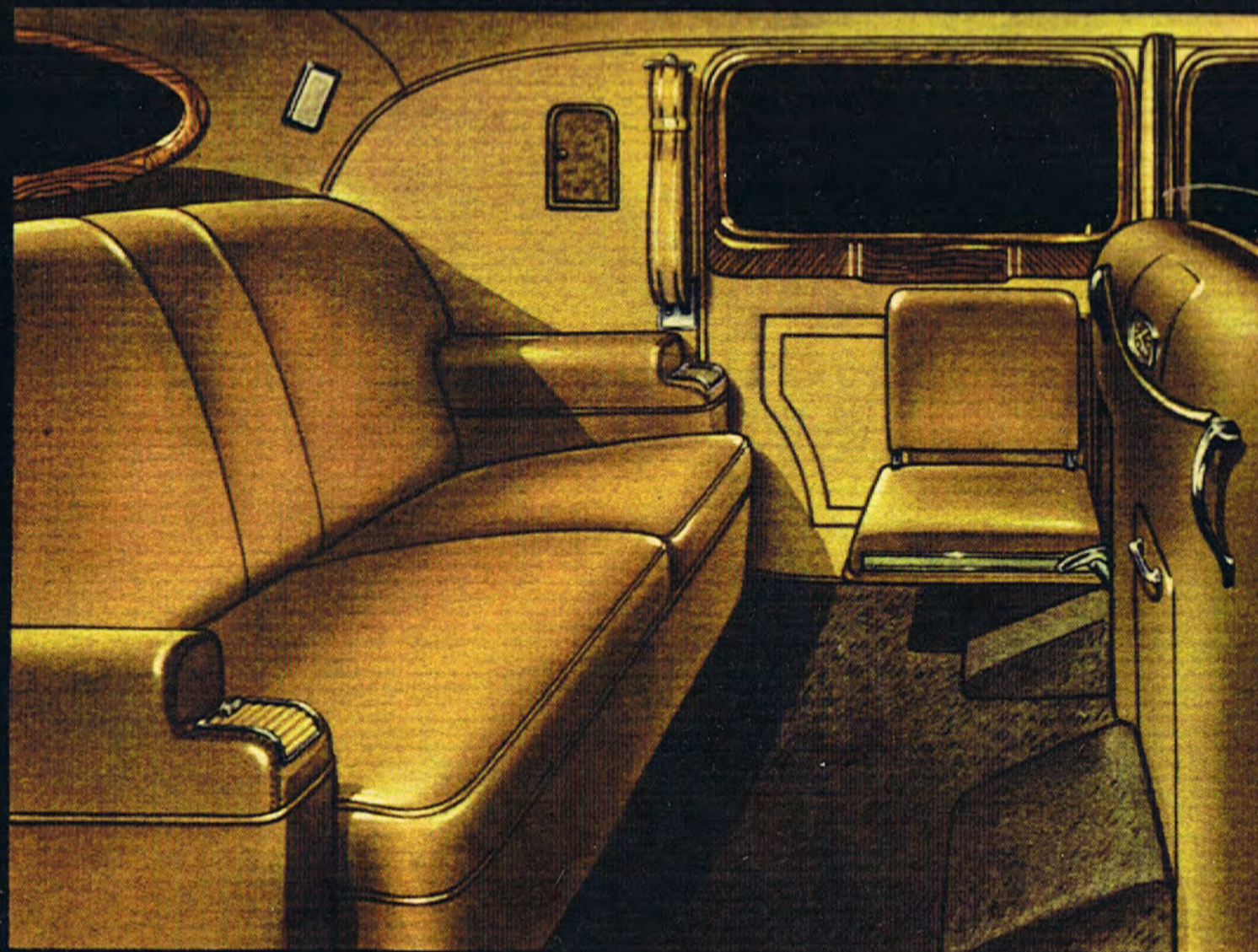
THE SPORT BROUGHAM — Body By LeBaron

160 Horsepower

135 Inch Wheelbase

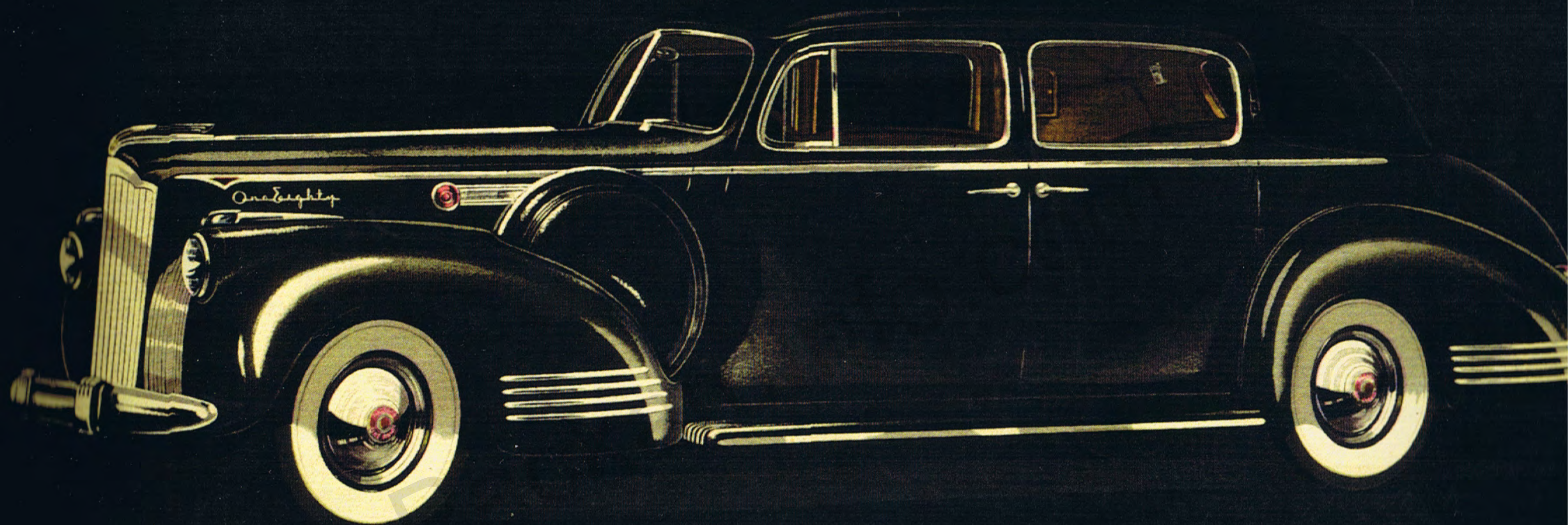


A lighted, double-mirrored vanity compartment is at your side in the rear-quarter panel of the Formal Sedan. This extraordinary luxury feature is typical of the One-Eighty's many custom details.



◀ THE FORMAL SEDAN ▶

A FAMILIAR sight on the driveways of America's finest clubs and homes — the Packard One-Eighty Formal Sedan. This truly distinguished motor car is a favorite of those who prefer more dignity and privacy than motor travel usually affords. A black leather top and closed rear quarters emphasize the strictly conventional appearance of this sizable, stately car. For white-tie functions or to-business-and-back it is a car of correctness, comfort and great convenience. Side- and rear-facing auxiliary seats permit five to ride comfortably in the rear compartment. Owners who like to drive, find it amazingly easy to handle.



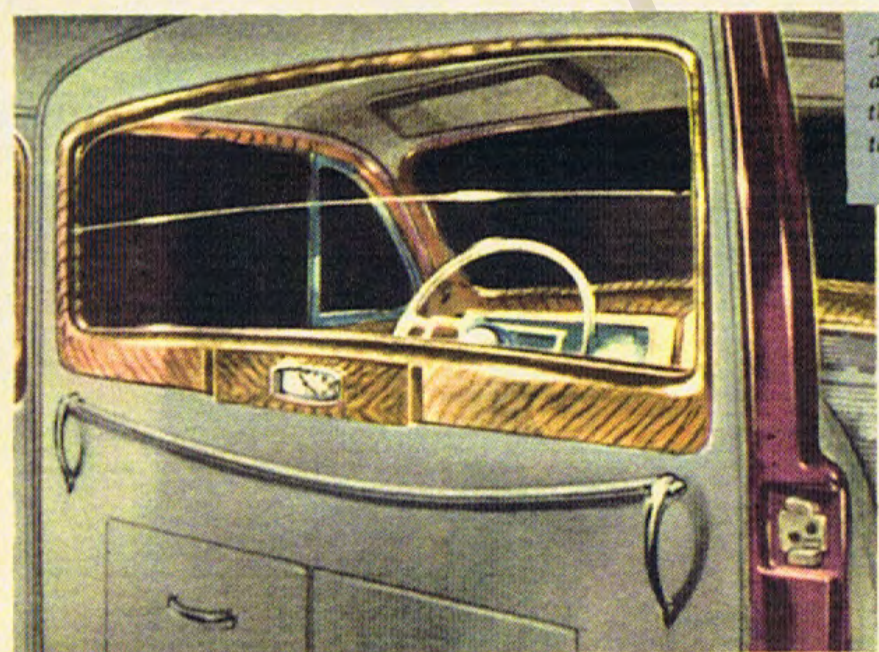
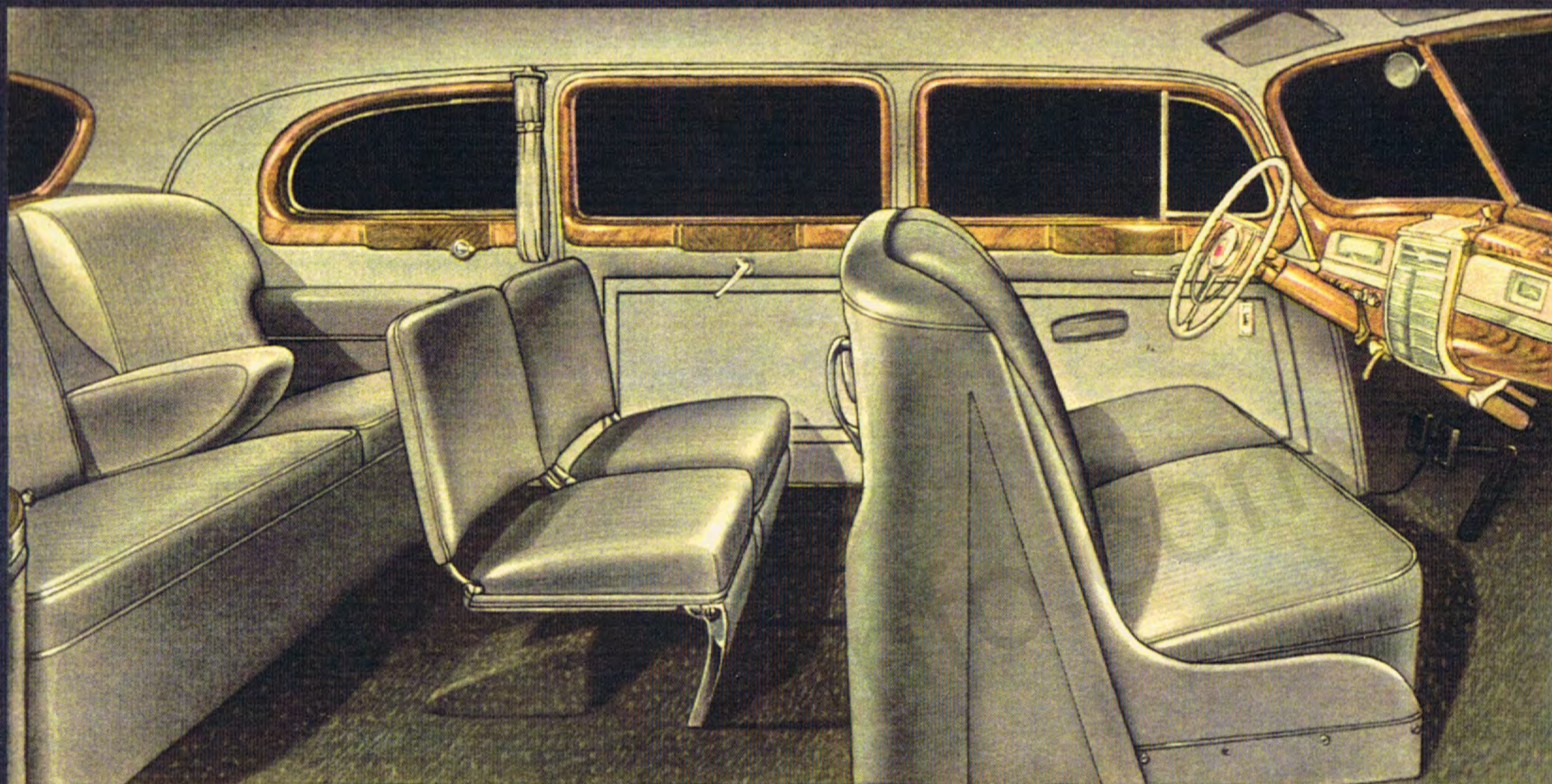
Super-8 Custom One-Eighty

THE FORMAL SEDAN — Body By Packard

160 Horsepower



138 Inch Wheelbase

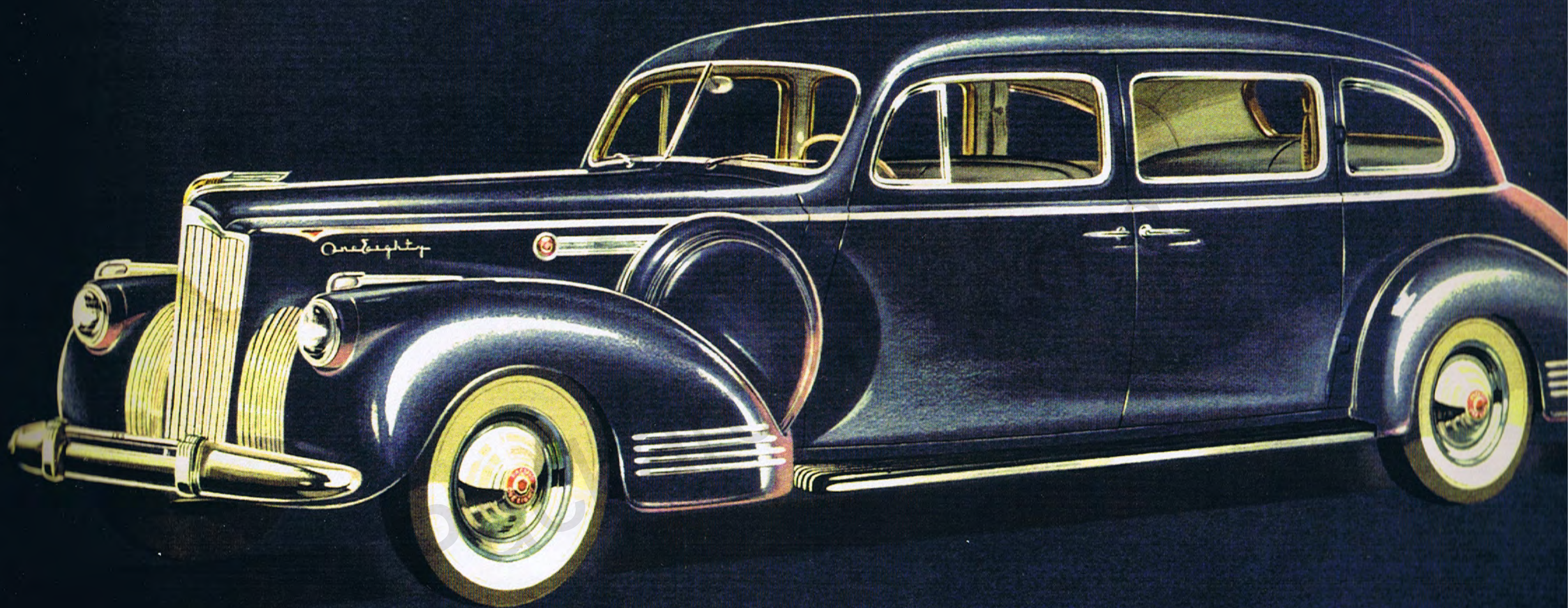


This roomy body style is available as either a sedan or limousine. With the latter type interior, a telephone to the chauffeur's compartment is regular equipment.



◀ THE SEDAN FOR 7 PASSENGERS ▶

LARGE FAMILIES and those individuals who have a need for a large, 7-passenger car find this Custom Packard admirably suited to their requirements. The deep pile carpeting stretches more than a full yard from the back of the front seat to the rear seat cushion. With the closely-joined folding seats in use, there is still leg room to spare. In the limousine design of this body type, the partition window is regulated by pressing a button.

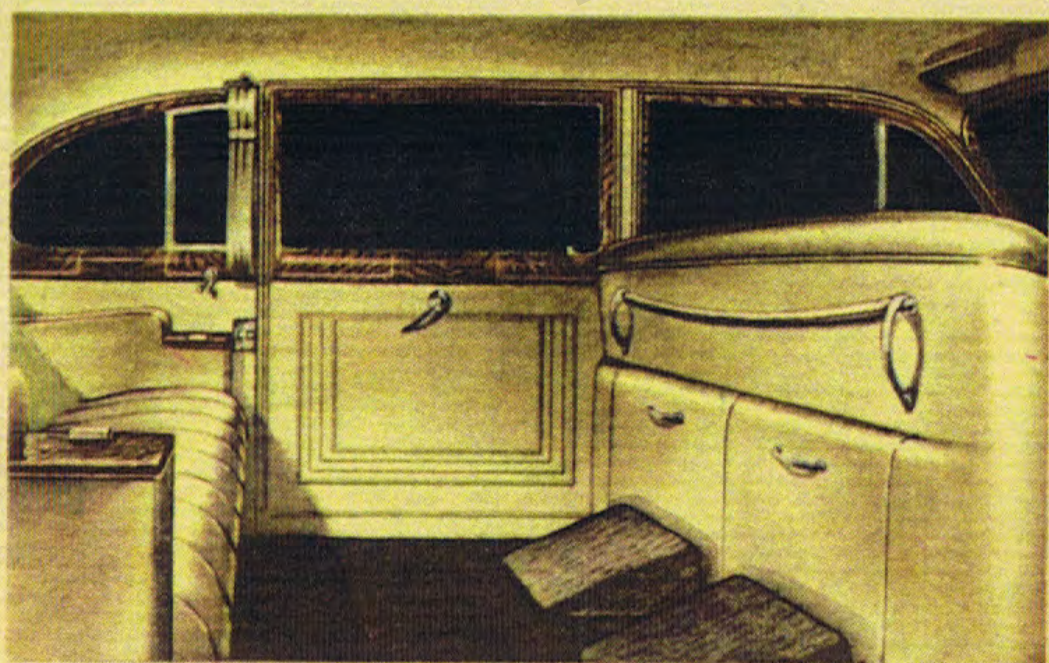
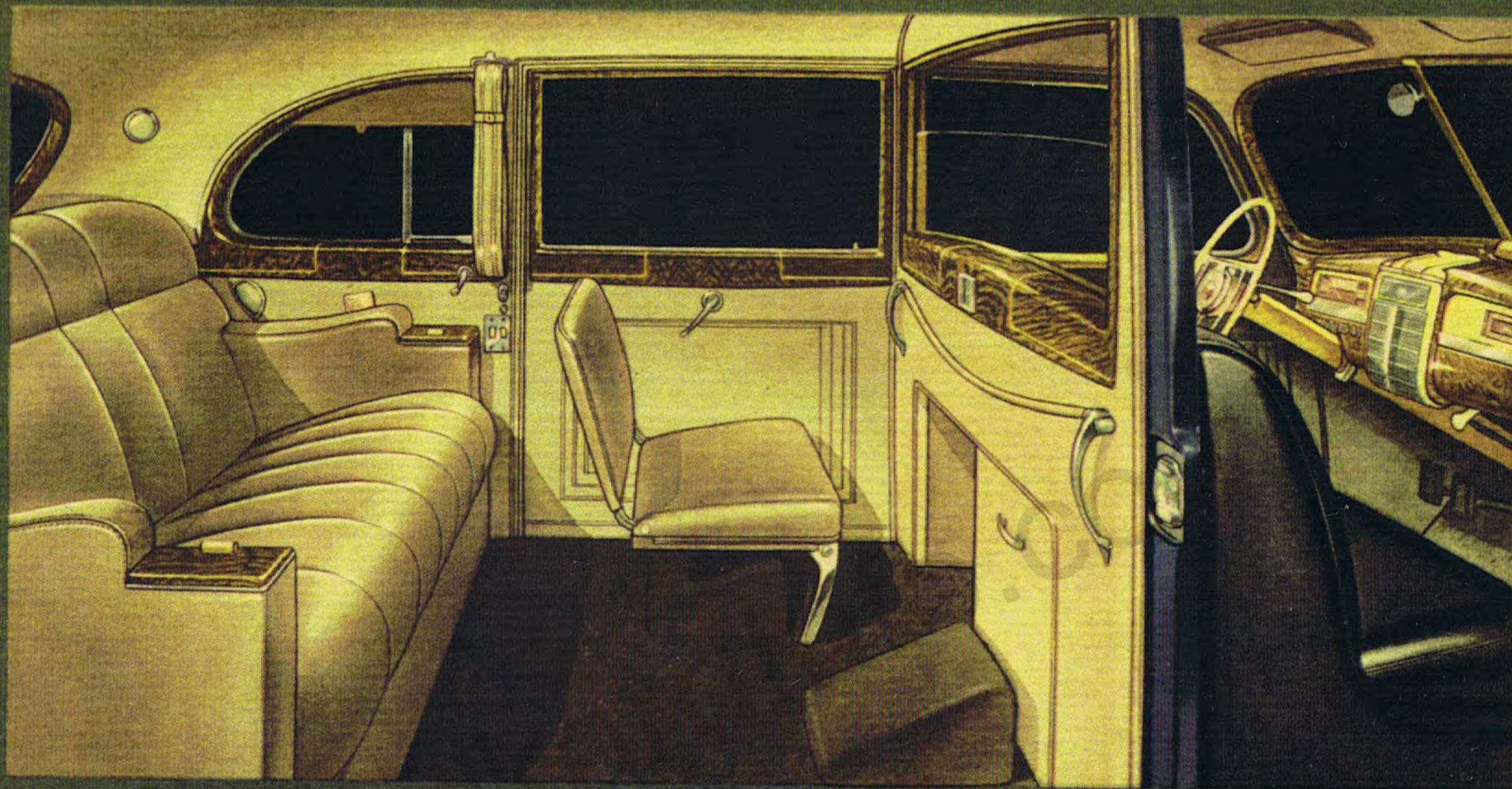


Super-8 Custom One-Eighty

THE SEDAN FOR 7 PASSENGERS — Body By Packard

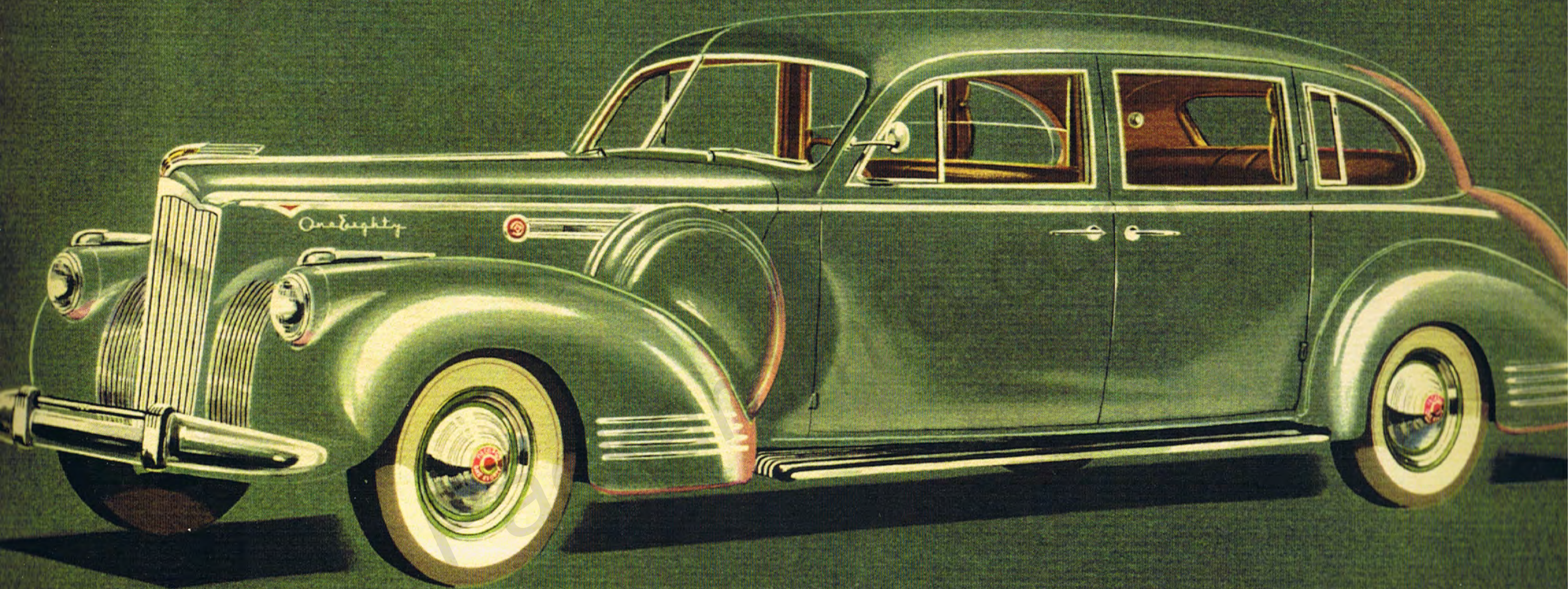
160 Horsepower

148 Inch Wheelbase



◀ THE LIMOUSINE ▶

SHEER ELEGANCE in a brand new mould! If you were to order a limousine built to your own specifications, you would probably find that this Packard-LeBaron had anticipated your every whim and fancy. The smartly square-cut window openings and the fine, hand-finished woodwork around them are evidences of the superb artistry and craftsmanship which give this car its special distinction. Without the chauffeur's compartment partition, as illustrated at the left, it is an exceptionally distinguished 7-passenger sedan for owners who prefer to drive themselves.

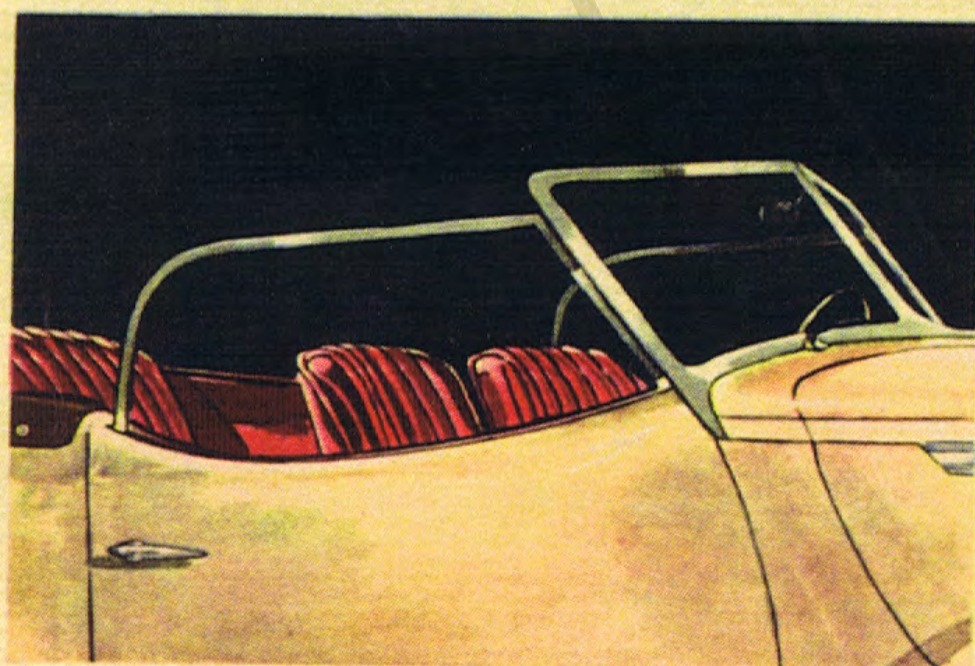
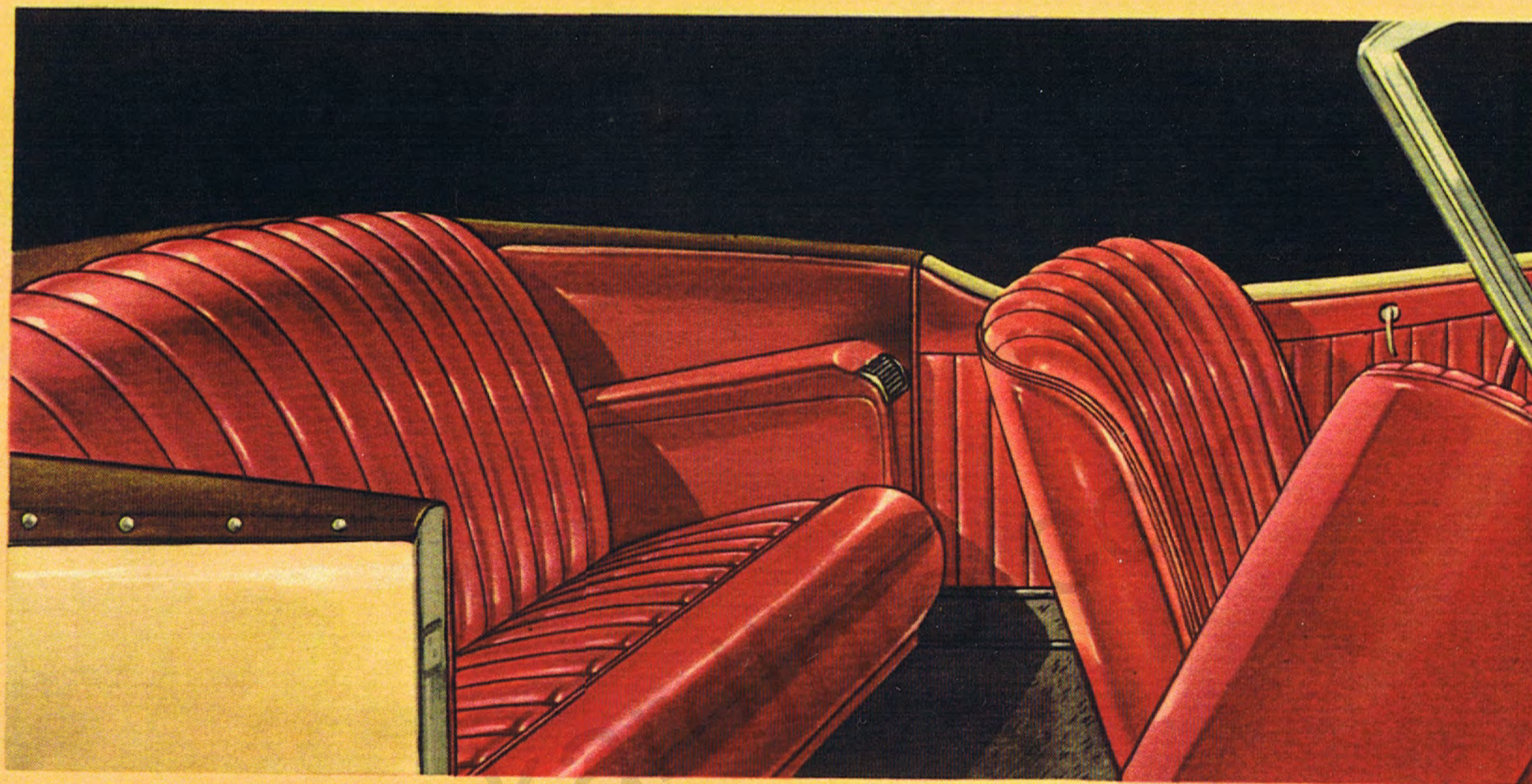


Super-8 Custom One-Eighty

THE LIMOUSINE — Body By LeBaron

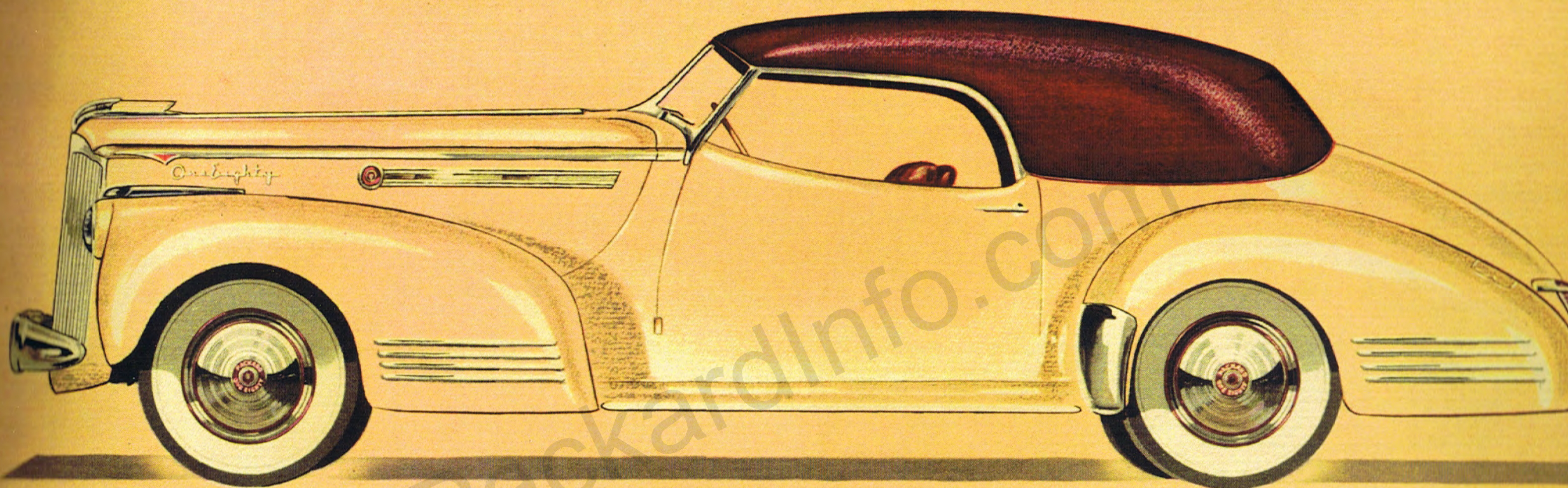
150 Horsepower

148 inch Wheelbase



◀ THE CONVERTIBLE VICTORIA ▶

GLAMOUR CAR of 1941! The Packard-Darrin Convertible Victoria, the car that restored motoring to the sports realm, is easily the year's most alluring creation. Exceptionally low and speed-streamed, this car would not look out of place on a race course. In fact, its sumptuousness is apt to come as a surprise. Tweeds or tails — either way you're right! This car can even match your moods! Top up, you ride in swank luxury that defies any weather. Top down — *and it completely disappears* — you head into the wind, snug in the lee of the smartly raked windshield and extra wide side windows.



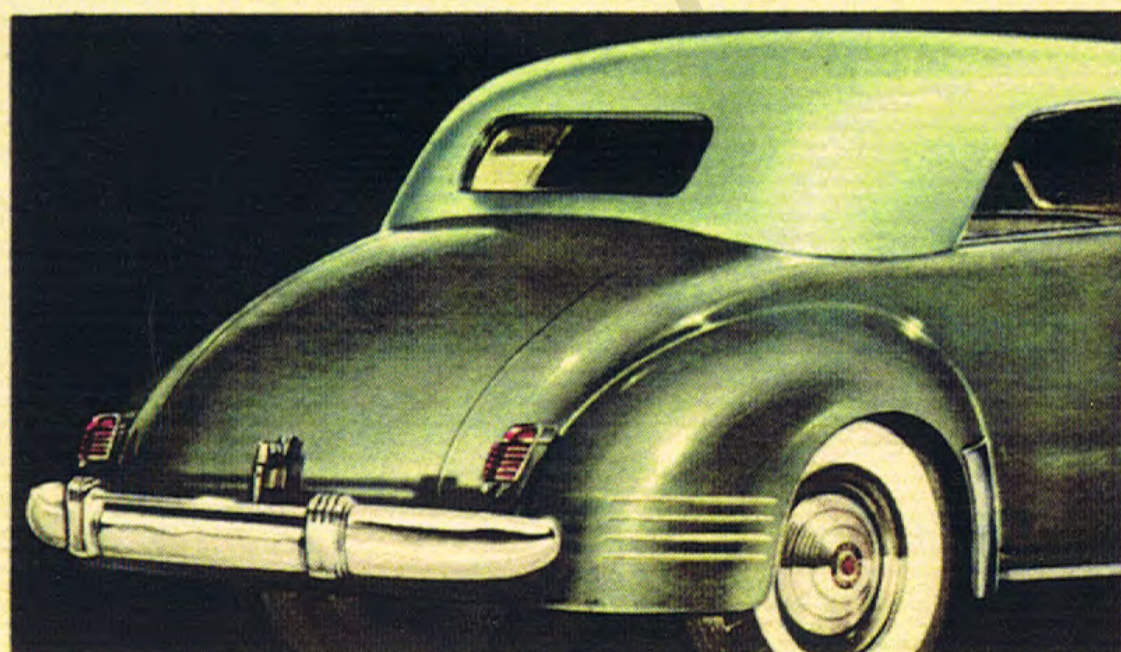
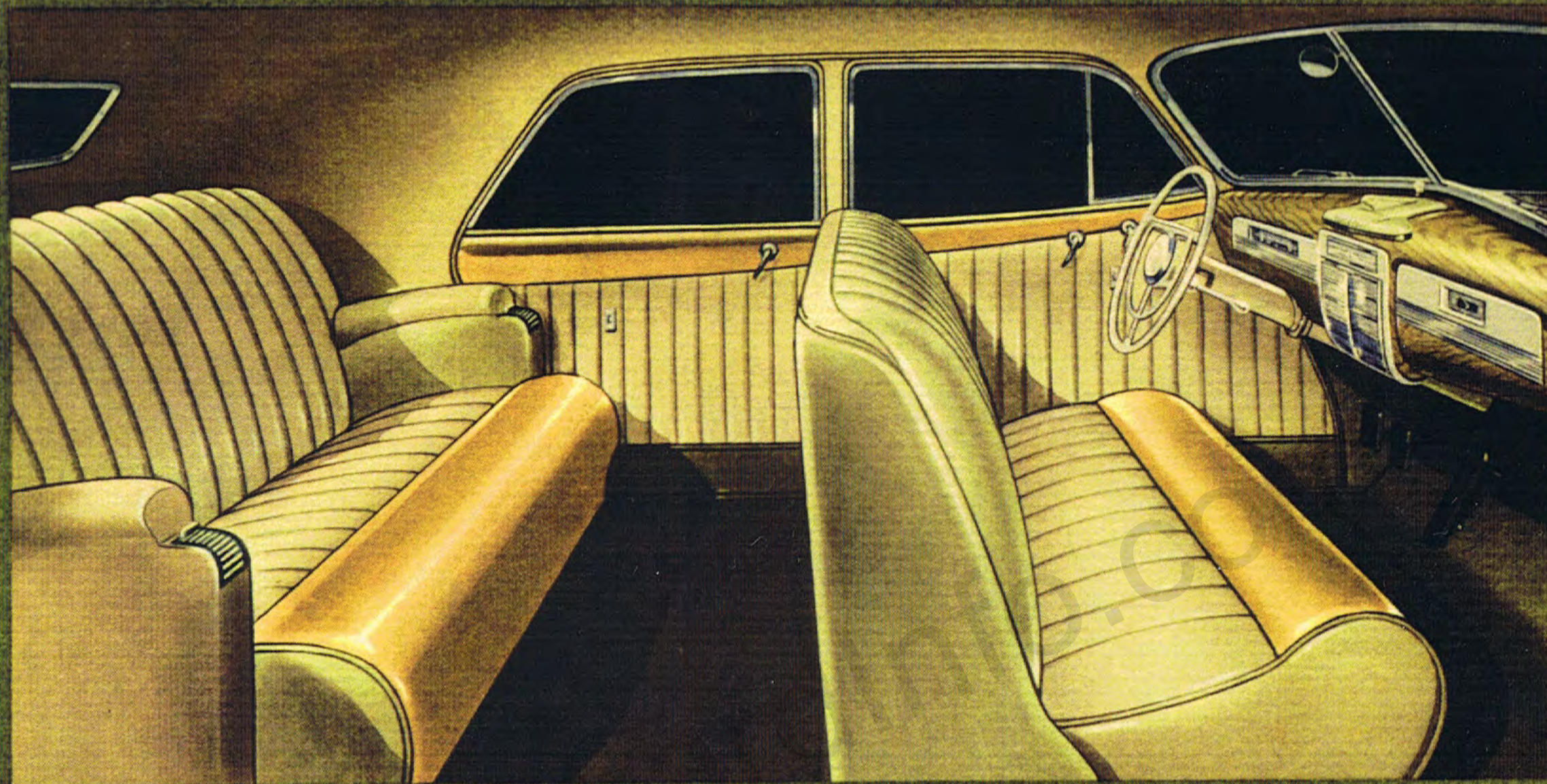
Super-8 Custom One-Eighty

THE CONVERTIBLE VICTORIA — Body By Darrin

160 Horsepower

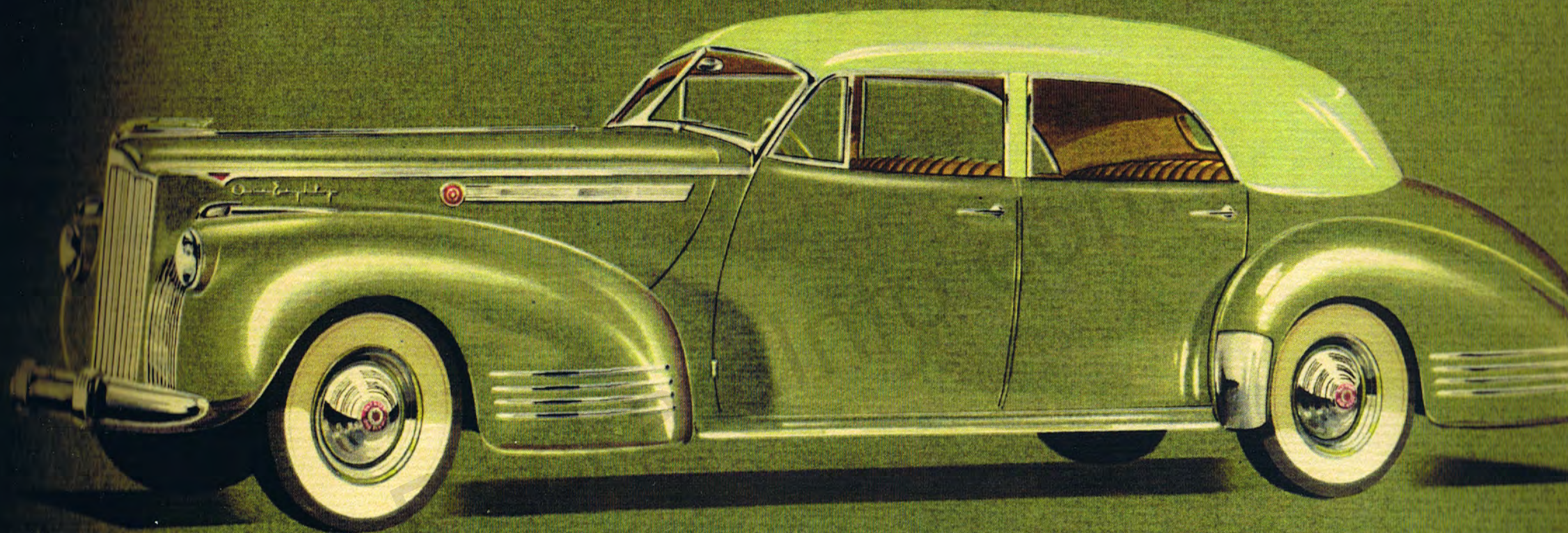


127 Inch Wheelbase



◀ THE SPORT SEDAN ▶

WIDER than it is high — and three times as long — this super sport-car looks just as thrillingly different going away as it does coming toward you! And the term, "arm chair adventure," will take on an entirely new meaning for you once you've driven the Packard-Darrin Sport Sedan. For it's certain that you've never before enjoyed such exciting pleasure in such complete comfort. With delightful color harmonies in cloth and leather, inside — chrome and lacquer, outside — this car presents the most stylish and lustrous appearance the boulevards will see this year.



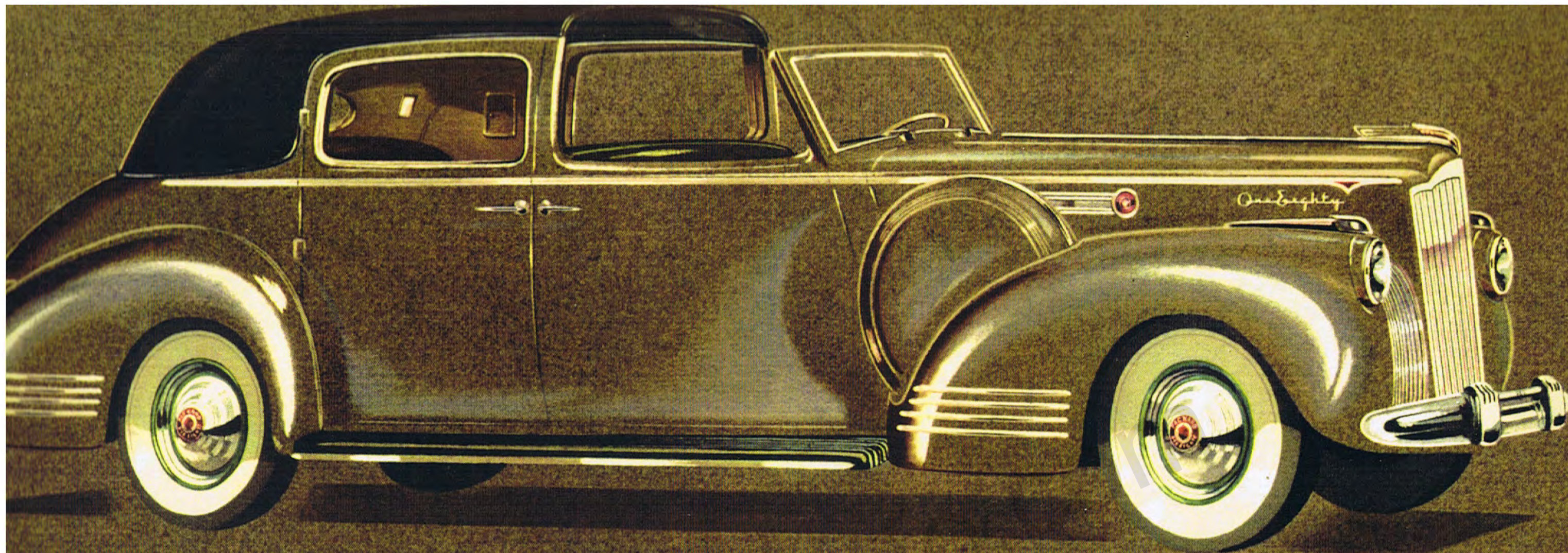
Super-8 Custom One-Eighty

THE SPORT SEDAN — Body By Darrin

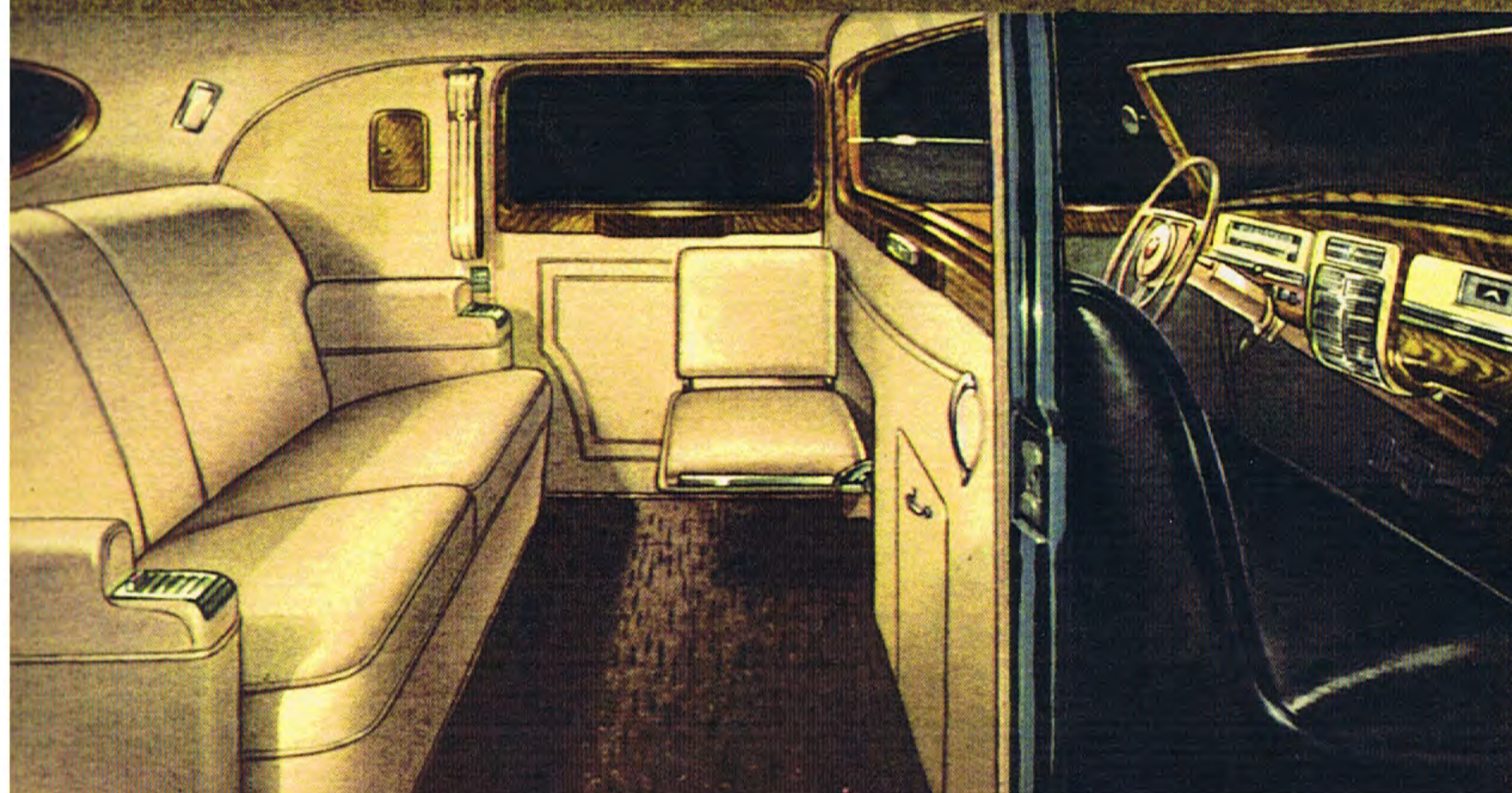
160 Horsepower



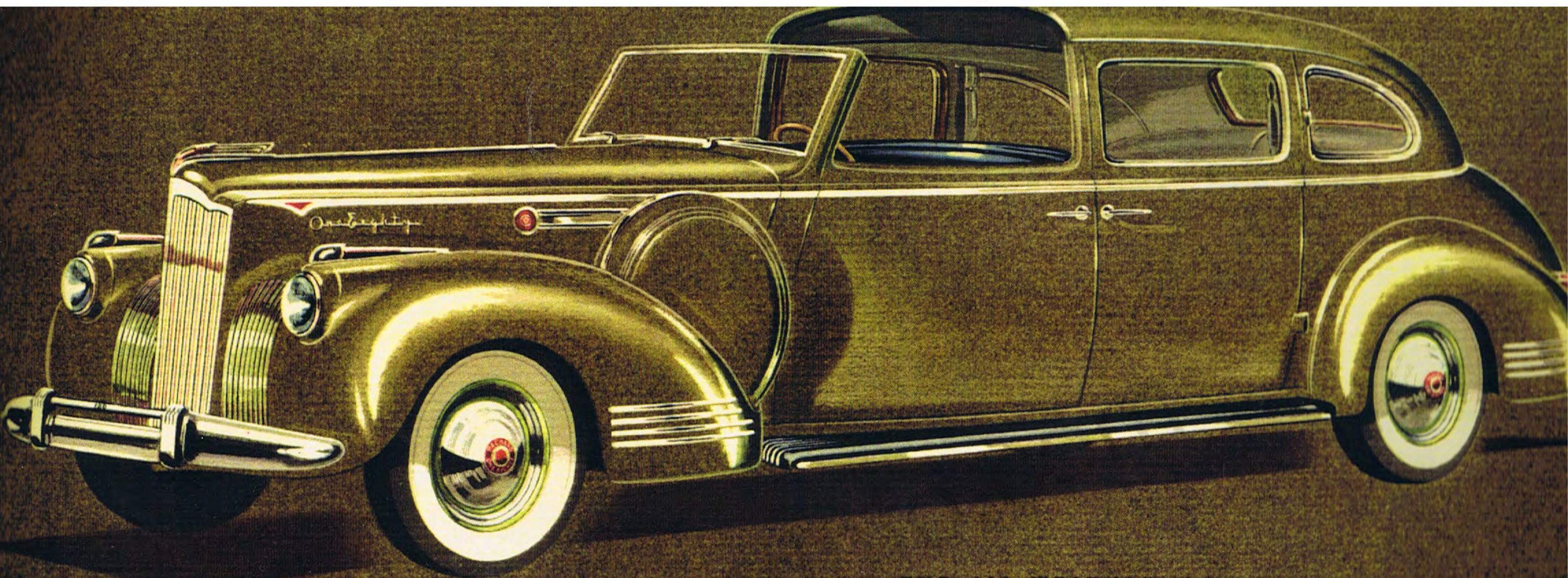
136 Inch Wheelbase



ALL-WEATHER CABRIOLET—Body By Rollson
 horsepower 133 Inch Wheelbase

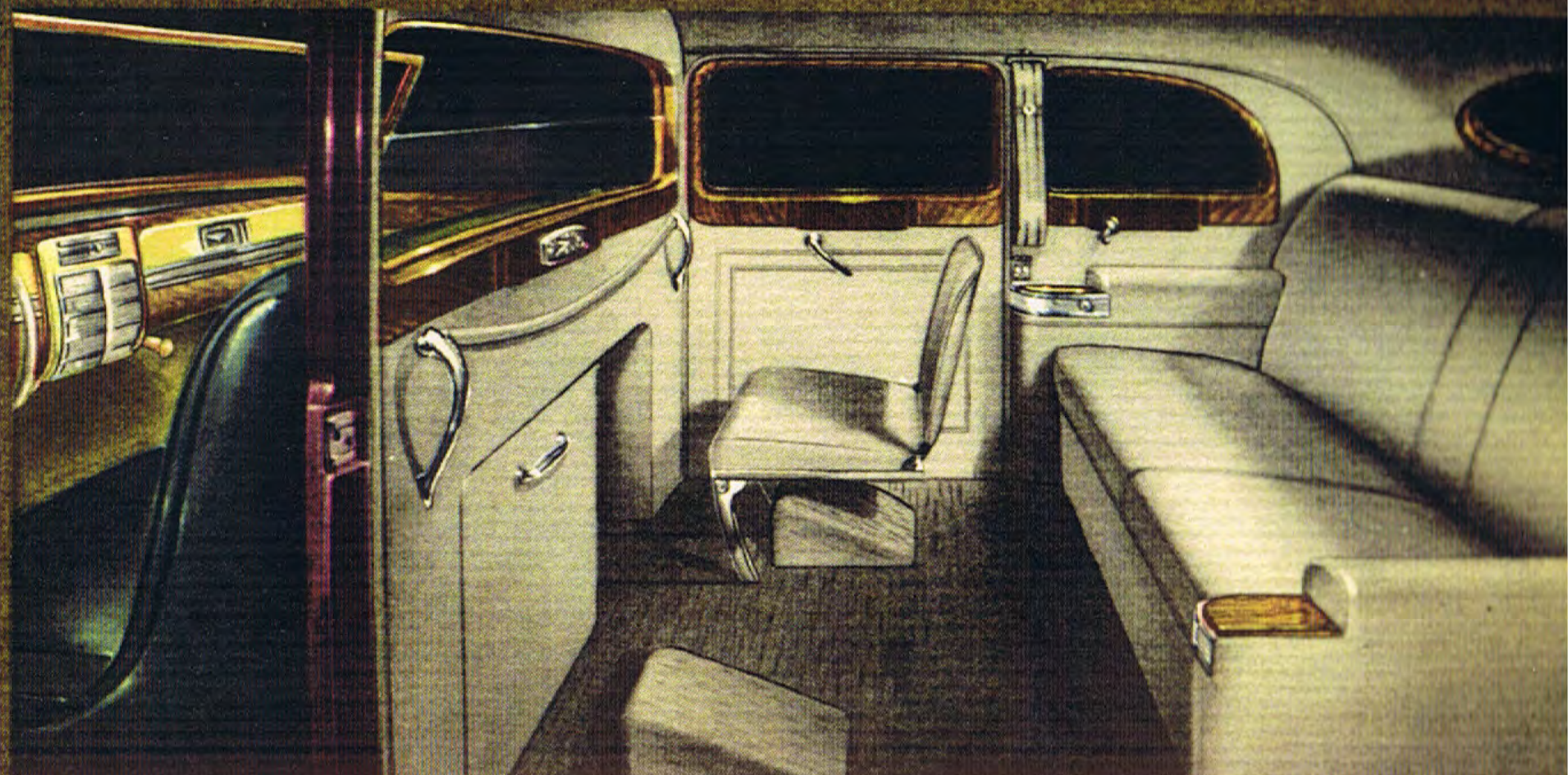


FROM UNDER the marquees where first nighters and first people gather, it is distinct pleasure to step into the Packard-Rollson All-Weather Cabriolet. As definitely a part of the smart, urban scene as top hats and sequins, this is a favorite formal car of a discriminating society. The illustrations on this page give only a hint of its lustre and luxury. But once you've accepted its almost irresistible invitation, you'll delight in the richness of an interior that's unique for sophisticated styling. With the removable top in place, the chauffeur's compartment is completely weather-proof.



THE ALL-WEATHER TOWN CAR—Body By Rollson
180 Horsepower 145 Inch Wheelbase

HERE IS a car for those who incline to the graceful way of living. Trimly modern in both appearance and luxury, the Packard-Rollson All-Weather Town Car provides the height of individuality in this era's transportation. The unmatched smoothness of its power and riding qualities lends dignity to its hospitality. The chauffeur's compartment is made weather-tight by a snug-fitting removable top and the type of adjustable glass windows found in convertible models. It is a car notable for great distinction — supremely comfortable and appropriate for every use and occasion.



MOTOR—L-head, 8 cylinders. Bore and stroke, $3\frac{1}{2}$ " x 4 $\frac{1}{2}$ ". Displacement, 356 cubic inches. Compression ratio, 6.45 to 1. Brake horsepower, 160 at 3600 r.p.m.

Simplicity, reflected in dependable operation, keynotes this powerful Packard engine. Because valve mechanism is of the L-head type, there is a minimum of parts and no complications. Abundant, smooth power is developed for traffic nimbleness and thrilling highway speed by the overlapping power strokes of eight aluminum alloy pistons. Indicative of the power and speed available, are the large displacement and high compression ratio of this engine. The rugged crankshaft—104 pounds stripped of balancer, flywheel and clutch—and nine main crankshaft bearings, instead of the usual five, further assure smoothness and long life.

MOTOR LUBRICATION—Pressure lubrication to main, connecting rod, piston pin, and crankshaft bearings; also to hydraulic valves. Oil filter. With oil the life blood of the engine, it reaches all vital moving parts in constant and abundant supply to minimize friction and eliminate preventable wear. The oil filter cleanses the lubricant constantly as it circulates through the engine, thus preventing wear and also prolonging the effective life of the oil.

FUEL SYSTEM—Mechanical fuel pump with filter. 20-gallon gasoline tank. A positive and full supply of gasoline to the carburetor is provided by a mechanical fuel pump operated directly from the camshaft. A filter built into the pump collects any dirt particles from the fuel before it enters the carburetor.

CARBURETOR—Dual down-draft carburetor, automatic choke, thermostatic manifold heat control.

A flow of smooth power from every cylinder is assured because all are equally supplied with fuel by the dual down-draft carburetor. At speeds above 65 miles an hour, when a greater supply of fuel is required, a special "economizer" valve opens to provide even more power. Quick, easy starting when the engine is cold and the efficient use of all fuel are assured by automatic choke and manifold heat control.

COOLING SYSTEM—Automatic radiator shutters. Under fender cooling tunnels. Ball bearing water pump. Cooling system capacity, 5 gallons. Closed when the engine is cold, radiator shutters open automatically as the engine warms up, thus maintaining a constantly efficient engine temperature. Special tunnels under the fenders increase fan capacity. The ball bearing, permanently packed and greased water pump needs no periodic attention.

ELECTRICAL SYSTEM—Large capacity generator, voltage and amperage automatically controlled. Sealed-Beam headlights with signal light.

Ample capacity for all standard electrical requirements plus a full complement of accessories—heater, radio, etc.—is easily developed by the big Packard generator. Current output is automatically controlled to meet varying requirements and prevent over charging of the battery. All-glass Sealed-Beam headlights provide brilliant road illumination.

CLUTCH—Semi-centrifugal clutch, 11" diameter. Electromatic Clutch available at moderate extra cost.

Like giant hands, centrifugal weights in the Packard clutch press the driving disc tighter against the flywheel as engine speed increases. Slippage, even at high speeds, is practically eliminated. Also, lighter pressure springs can be used, which reduce the amount of physical effort to operate the clutch. Electromatic Clutch eliminates the need for a clutch pedal. It accomplishes automatically—and better—every clutch operation ordinarily performed by the driver with a conventional clutch.

TRANSMISSION—Synchronized, helically cut gears. Handshift gear-shift lever. Aero-Drive available at extra cost.

Quiet, long-lived transmission gears result from the helical cutting of Packard transmission gear teeth. They are easy to shift either up or down at any speed because of the two synchronizers used. All forward gears are in constant mesh at all times. Aero-Drive saves up to 20% gas consumption by reducing engine revolutions 27.8%. It also cuts oil use and saves engine wear.

STANDARD EQUIPMENT

One spare wheel and tire. LeBaron 7-passenger Sedan and Limousine, two spare wheels and tires. White sidewall tires on all Darrin and LeBaron models at no extra cost. Chrome wheel trim rings on all wheels. Three-tone horn. New special wheel jack and standard tool equipment. Two interior sun visors with chrome brackets. Rear view mirror with chrome back and bracket. Power-operated door windows on all sedans and partition windows of Limousines and Formal Sedan, open and close at the touch of a switch. Two automatic wind-

FRAME—I-beam, tapered X-member, box section side rails.

Exceptional rigidity is solidly built into the frame by a big I-beam X-member spread-eagling from side to side. Arms of this X-member taper from 9 inches at the center to 6 inches where they join the side rails. Tremendous resistance to twisting stresses, which cause body squeaks, results. Side rails are $6\frac{1}{8}$ inches in depth at the deepest point and are box section throughout the engine compartment.

FRONT SUSPENSION—Packard Safe-T-flex independent front wheel suspension. Roll control bar.

Packard Safe-T-flex does much more than merely permit free and independent action of the front wheels in traveling over road irregularities. Long torque arms, joining the front members with a point far back on the frame, hold the front wheels in constant alignment, withstand road shocks and absorb front braking reactions. Rubber bearings in Packard Safe-T-flex afford spring control and break the noise path between wheels and frame. The roll control bar counteracts outward sway on curves and keeps the car on an even keel.

REAR SUSPENSION—Rubber-floated, semi-elliptic rear springs, 54" x 2". Rubber cushions and special composition inserts between tips of leaves. Rubber corad brackets and shackles. Direct acting shock absorbers. Rear roll control bar on the 138" and 148" wheelbase models. Fifth shock absorber.

Rubber cushions and special inserts at the tips of the leaves provide a new spring resiliency automatically controlled to give a smooth, level ride in spite of varying loads and roads. Rubber bearings at the front and rear of the springs insulate against noise. The rear roll control bar serves the same purpose as the one in front. Direct acting, airplane type shock absorbers further control the movement of the springs. The fifth shock absorber—exclusively Packard—cushions sidewise shocks and vibrations.

REAR AXLE—Semi-floating, hypoid design.

Hypoid axle design, quiet and long lived, was introduced to the American automobile industry by Packard back in 1926. Most manufacturers have recently adopted it.

DRIVE—Hotchkiss. Roller bearing universal joints.

In a Packard, unlike cars with torque-tube drive, the springs absorb the inevitable shocks of starting and stopping, a duty for which they are designed and perfectly suited. Roller bearing universal joints last longer and require no periodic servicing.

BRAKES—Packard Servo hydraulic brakes. Mechanical hand brake.

Packard hydraulic brakes utilize the forward movement of the car to help apply the shoes to the drums. This reduces the pressure necessary on the brake pedal. The hand brake is a separate braking system independently operated and operates on rear wheel brakes, not the transmission shaft.

STERING SYSTEM—Center-point steering, worm and roller type gear. Rubber insulation.

Besides the inherent shock-absorbing characteristics of the center point steering design, Packard also uses a rubber bushing on the steering arm and rubber pads on the steering gear housing to reduce steering wheel vibration.

CHASSIS BEARINGS—Fifty-five ball and roller bearings.

At 55 points throughout the chassis, either a ball- or roller-bearing reduces friction and prolongs the life of each moving part. Through the years, Packard cars have consistently out-distanced the field in the number of these costly bearings used in the chassis.

CHASSIS LUBRICATION—Only 17 points to lubricate at 1000-mile periods, 4 at 10,000 miles.

The unusually large number of rubber bearings, as well as ball- and roller-bearings, reduces the number of chassis lubrication points to this exceptionally low number. Many less points, where neglect might mean excessive wear!

shield wipers. Defroster vents formed in the windshield garnish moldings. Two automatic combination tail and stop lights. Streamline, chrome parking lights on front fenders. Center license light housed in chrome trunk door handle. Dome light on sedan models operated by automatic door switch. Automatic trunk light. New chrome, gold, and plastic radiator ornament. Electric clock. Deluxe steering wheel of colored plastic with horn ring. Robe cord on sedan models. Center folding arm rest in rear seat back of sedans. One ash receiver in instrument panel with

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PACKARD MOTOR CAR COMPANY • DETROIT, MICHIGAN

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WHEELS AND TIRES—Disc wheels with ten-inch chrome hub caps. Tires, 7.00 x 16 4-ply tires on 127" wheelbase models; 7.00 x 16 6-ply tires on 138" and 148" wheelbase models.

Packard tires have always been sized to provide a wide margin of capacity to carry a full quota of passengers. Besides performing their first duty of carrying the car safely and comfortably, these big tires add materially to the impressive appearance of the car.

WHEELBASES—127 inches, 138 inches, 148 inches.

Long wheelbases, even in the smaller models, assure better riding qualities. Not only because of the greater distance between front and rear wheel centers, but also because these long wheelbases make it possible to locate the rear seat ahead of the rear axle. Thus all passengers ride amidships, cradled between the axles.

BODY CONSTRUCTION—All steel.

From end to end and roof to floor the Packard One-Eighty body is built entirely of steel. The big steel roof is made from one piece of steel. Body panels and doors are of steel construction. The metal of these panels and the roof is rolled in a special machine which really reworks the steel and rearranges the texture of the molecules before it goes to the presses. This reworking assures a perfect stamping, satin smooth and without trace of wrinkles or ridges. The floor is made from three large stampings solidly welded into one piece.

BODY REINFORCEMENTS

Braces and reinforcements of steel strengthen every point in the body where strains and stresses might occur. The front end is strengthened by a box-section frame around the windshield. Two heavy steel braces are located, top and bottom, each side of the cowl. Door pillars are box construction, and the rear of the body has double reinforcements: first, a wide steel frame down each rear body panel and across its back; second, an X-brace of steel joins the inside corners of the frame.

TRIM AND UPHOLSTERY

Five selections of upholstery and trim materials are available—three super-fine broadcloths, and two deluxe Bedford cords. Trim and headlining materials are in contrasting or blending tones. Seat cushions and seat backs have a foundation of Marshall springs, and cushions are softly padded with a thick layer of foam-rubber. Over this, deep cushions of goose down are fitted. Front and rear compartments have a thick carpet of fine mohair backed with sponge rubber and held neatly in place by etched scuff plates. Crushed pile mohair carpet for the rear compartment is optional.

BODY EQUIPMENT

Safety glass is used in all windows as well as in the windshield. Window garnish mouldings and wainscots are of genuine inlaid walnut. Door controls and other interior hardware are chrome set off with plastic handles and escutcheons hued to the upholstery. Front arm rests are leather over sponge rubber, and a center folding arm rest fits into the rear seat. The trunk is large—17.8 usable cubic feet on five-wheel models, 22 cubic feet when the spare tires are carried in fender wells.

INSTRUMENTS AND CONTROLS

The instrument panel combines crotch walnut graining with harmonizing tan plastics. The center portion of chrome-trimmed plastic houses the controls and speaker when the car is radio equipped. A chrome-trimmed plastic panel carries the new oblong speedometer, oil gauge, ammeter, gasoline gauge, and temperature gauge. The speedometer pointer is of lucent plastic and glows in different colors through the speed ranges. A tell-tale signal located in the speedometer shows the headlight beam in use. Instruments have variable illumination. Another matching plastic and chrome panel forms the door of the locking glove compartment and carries the new modern electric clock. Headlight control knob, starter button, automatic cigar lighter, ignition switch, and throttle control are grouped below the speedometer and gauges.

automatic cigarette lighter. One ash receiver and integral automatic cigarette lighter in each rear seat arm rest. Two satin-lined arm slings in rear compartment of sedans. In limousine only: built-in speaker-type dictograph; clock in rear compartment division header bar.

SPECIAL EQUIPMENT

Packard Air-Conditioning which cools, dehumidifies, filters and circulates the air; Electromatic Clutch; and Aero-Drive available at extra cost.

change specifications or prices without incurring any responsibility with regard to cars previously sold.

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